The Affluent and the Earth Crisis
A talk for St John's, Hurst Green

21st May 2025

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University of Surrey

Centre for Environment and Sustainability

Images: Ian Christie
unless other source given.

What we'll cover

- **The challenge of growth, inequality and sustainability**
- **The problem of bringing ecological limits into policy**
- **The question of Affluence – the top 10%, 1% and 0.1%**
- **Policies for living well within the limits of Earth's life-support systems - more equality and shared prosperity within ecological limits**
- **What will Christians do?**

And to start…we'll do the

Global Money Quiz

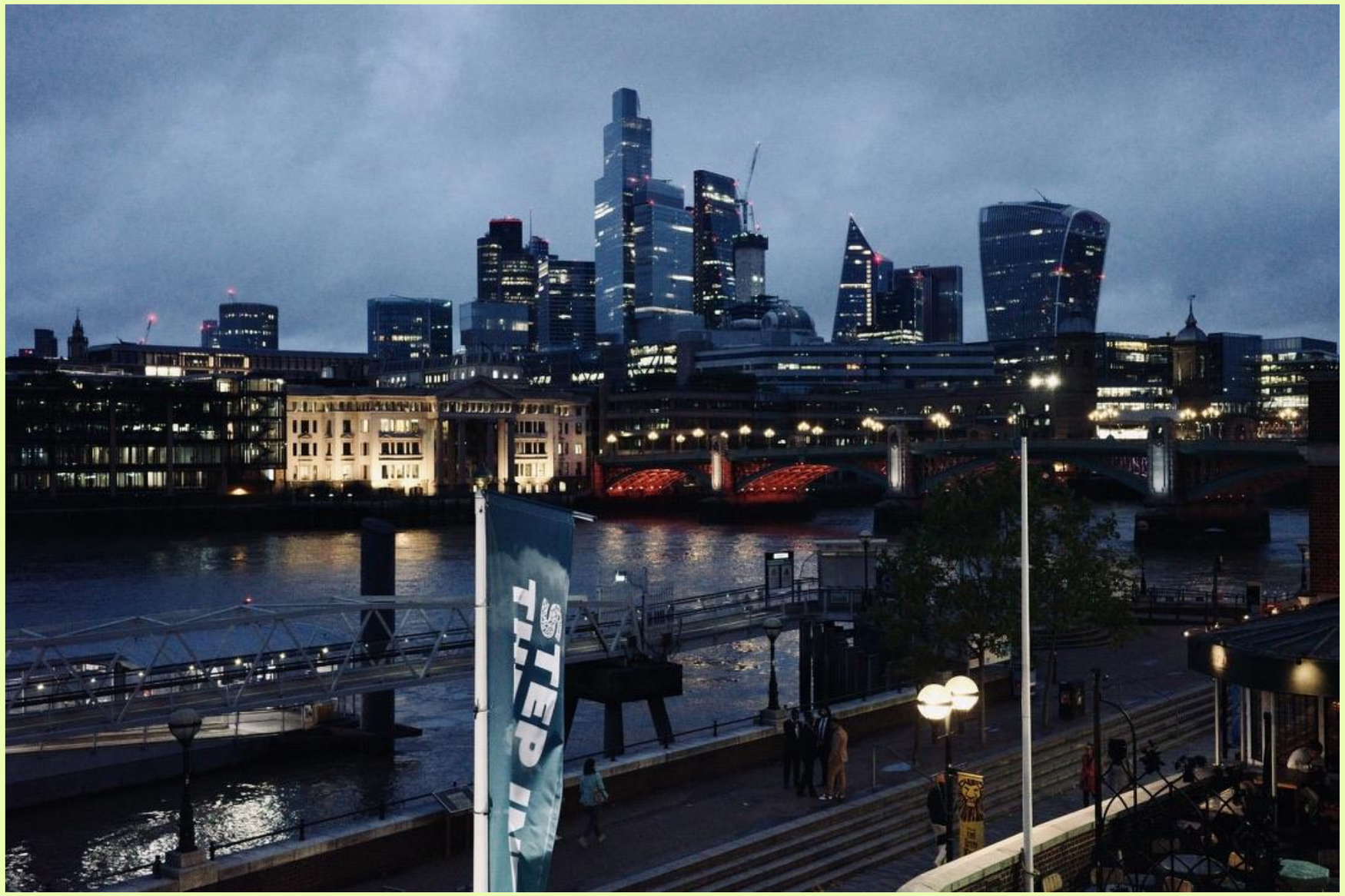
Aims for this Quiz

- To give you a sense of the scale of the global economy…
- And of particular economies…
- And of an important economic estimate concerning the action needed for Sustainable Development on our Unequal Planet…

How big is the world economy?

- Global ‘GDP’ was estimated by the IMF for 2023 to be…

1. $ 20 trillion
2. $ 50 tr
3. $ 75 tr
4. $105 tr
5. $ 135 tr



How big is the world economy?

- Global ‘GDP’ is estimated by the IMF for 2023 to be…

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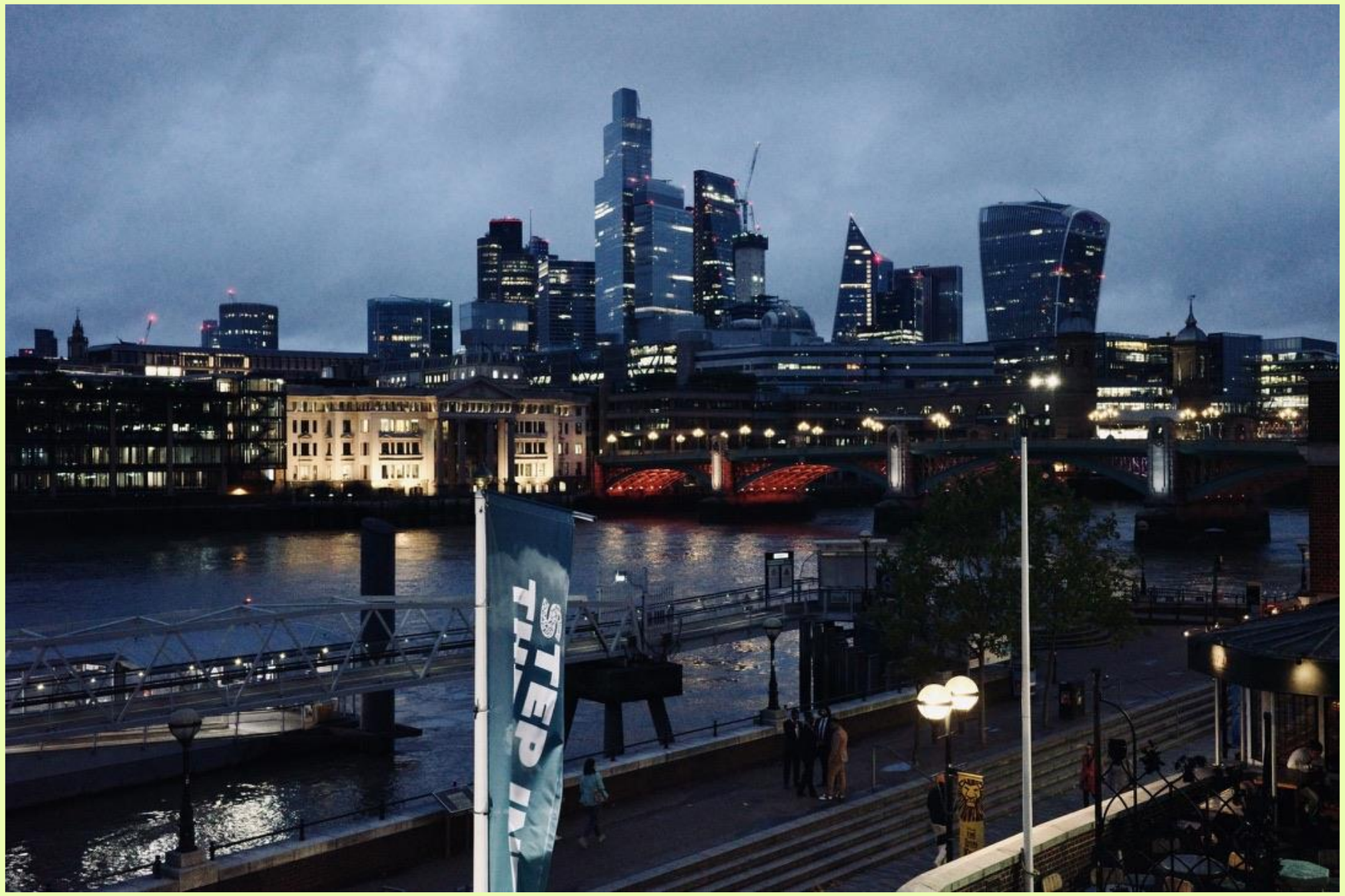
4. **$105 tr**
5. $ 135 tr



How big is the US economy?

- USA's GDP is estimated by the IMF for 2023 to be…

1. $ 26.9 trillion
2. $ 30.4 tr
3. $ 45.8 tr
4. $ 55.2 tr
5. $ 60.3 tr

How big is the US economy?

- USA's GDP is estimated by the IMF for 2023 to be…

1. $ 26.9 trillion
2. $ 30.4 tr
3. $ 45.8 tr
4. $ 55.2 tr
5. $ 60.3 tr

How big is the Chinese economy?

- China's GDP is estimated by the IMF for 2023 to be…

1. $ 10.9 trillion
2. $ 13.7 tr
3. $ 19.4 tr
4. $ 23.2 tr
5. $ 30.3 tr

Source: http://english.www.gov.cn/policies

How big is the Chinese economy?

- China's GDP is estimated by the IMF for 2023 to be…

1. $ 10.9 trillion
2. $ 13.7 tr
3. **$ 19.4 tr**
4. $ 23.2 tr
5. $ 30.3 tr

Source: http://english.www.gov.cn/policies

How big is the Indian economy?

- India's GDP is estimated by the IMF for 2023 to be…

1. $ 1.5 trillion
2. $ 3.7 tr
3. $ 9.1 tr
4. $ 13.2 tr
5. $ 14.8 tr

Source: https://www.g20.org/en/

How big is the Indian economy?

- India's GDP is estimated by the IMF for 2023 to be…

1. $ 1.5 trillion
2. **$ 3.7 tr**
3. $ 9.1 tr
4. $ 13.2 tr
5. $ 14.8 tr

Source: https://www.g20.org/en/

How big is the UK economy?

- The UK's GDP is estimated by the IMF for 2023 to be…

1. $ 1.9 trillion
2. $ 2.7 tr
3. $ 3.15 tr
4. $ 4.25 tr
5. $ 4.8 tr

How big is the UK economy?

- The UK's GDP is estimated by the IMF for 2023 to be…

1. $ 1.9 trillion
2. $ 2.7 tr
3. **$ 3.15 tr**
4. $ 4.25 tr
5. $ 4.8 tr

What's the biggest economy in Africa?

- Estimated by the IMF in 2023 to be…

1. South Africa
2. Egypt
3. Algeria
4. Kenya
5. Nigeria

African Union

What's the biggest economy in Africa?

- Estimated by the IMF in 2023 to be…

1. South Africa
2. Egypt
3. Ethiopia
4. Kenya
5. Nigeria ($506.6bn)

African Union

What's the share of global wealth for the bottom 50% of people in the world?

- **Is it…**

1. **15%**
2. **8%**
3. **2%**
4. **1%**
5. **0.5%**

- https://wir2022.wid.world/
- From the World Inequality L

What's the share of global wealth for the bottom 50% of people in the world?

- **Is it…**

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4. **1%**
5. **0.5%**

- https://wir2022.wid.world/
- From the World Inequality L

According to Oxfam, since 1995 the global top 1% have captured much more global wealth than the bottom 50%...How much more?

1. 10 times
2. 30 times
3. 5 times
4. 20 times
5. 50 times

According to Oxfam, since 1995 the global top 1% have captured much more global wealth than the bottom 50%...How much more?

1. 10 times
2. 30 times
3. 5 times
4. 20 times
5. 50 times

According to Oxfam, how many men have more wealth than all 1bn women and girls in Africa, Latin America and the Caribbean?

1. 252
2. 2520
3. 25200
4. 25
5. 15

According to Oxfam, how many men have more wealth than all 1bn women and girls in Africa, Latin America and the Caribbean?

1. 252
2. 2520
3. 25200
4. 25
5. 15

What's the estimated cost per annum to 2030 of implementing SDGs for the whole global South?

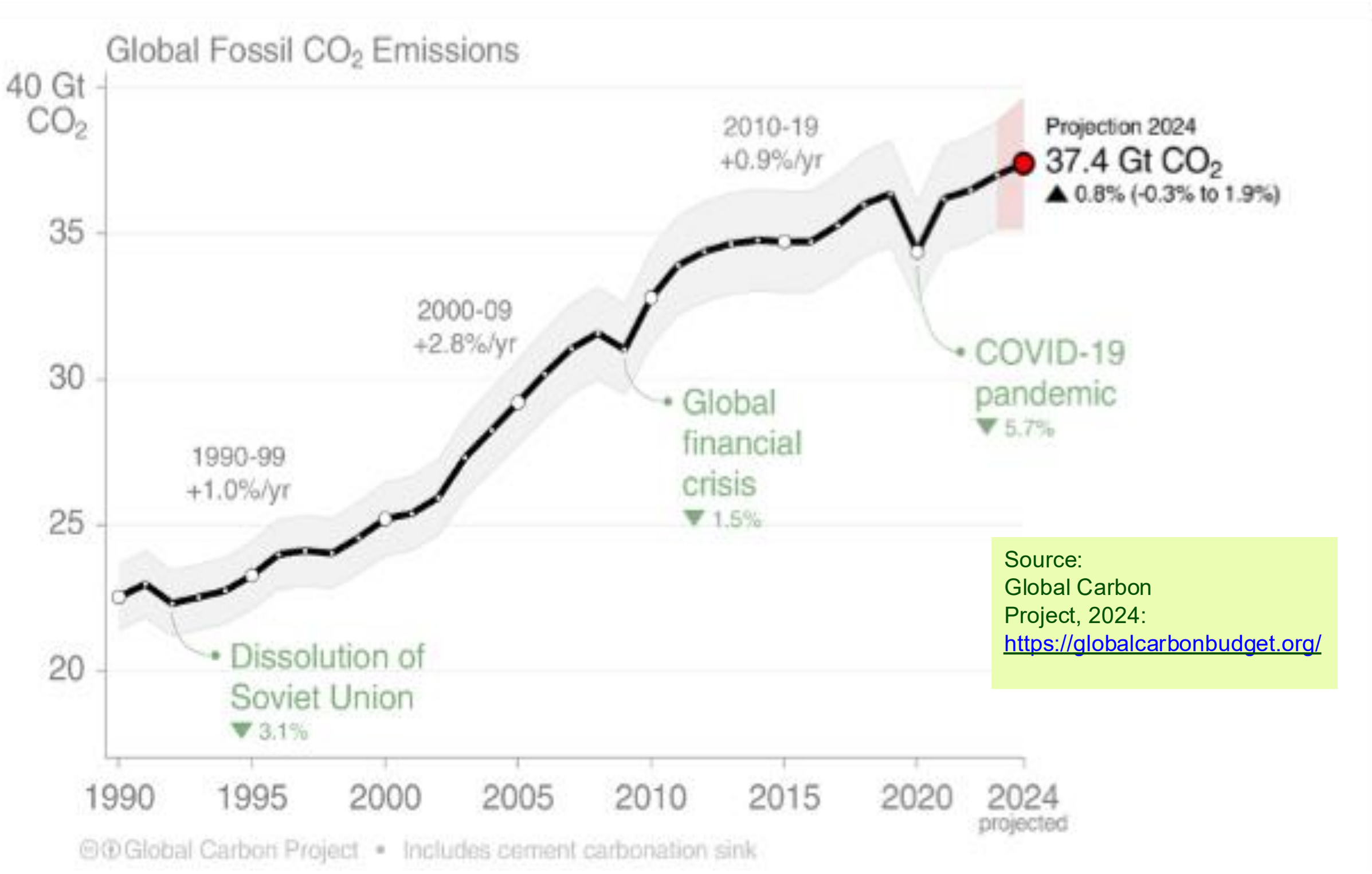
- Estimated by the United Nations agency UNCTAD in 2023 (https://unctad.org/sdg-costing) …

1. $ 2.1 – 2.9 tr
2. $ 3.1 – 3.9 tr
3. $ 4.2 – 5.5 tr
4. $ 6.9 – 7.6 tr
5. $ 8.1 – 9.3 tr

What's the estimated cost per annum to 2030 of implementing SDGs for the whole global South?

- Estimated by the United Nations agency UNCTAD in 2023 (https://unctad.org/sdg-costing) …

1. $ 2.1 – 2.9 tr
2. $ 3.1 – 3.9 tr
3. $ 4.2 – 5.5 tr
4. **$ 6.9 – 7.6 tr**
5. $ 8.1 – 9.3 tr



Source:
Global Carbon Project, 2024:
https://globalcarbonbudget.org/

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Vast wildfires in summers 2020-2021: Australia, US West, Canada, Siberia, Italy, Greece

Amazonia is now so deforested it is turning into a carbon source, not a carbon sink

54C temperature recorded in Death Valley, California, July 2021

More melting of Arctic sea ice; more signs of icecap destabilisation in Greenland, Antarctica; record low for summer sea ice in Antarctica, February 2023

Catastrophic flooding in 2021-22 : Germany, Belgium, China, USA, Pakistan…

Unprecedented summer temperatures in Siberia, British Columbia, Washington state, Oregon in June-July 2021; and extraordinary high temperature anomalies at *both poles*, March 2022; record heatwave in China, summer 2022; record drought in Europe, 2022; 2023- hottest year on record since 1850; 2024 - more heat records broken worldwide

Siberia wildfires: Russia army planes and thousands of firefighters battle blazes

About 800,000 hectares of forest destroyed so far in region enveloped by smoke as Russia suffers through 'abnormal heatwave'

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Article | Published: 14 July 2021

Amazonia as a carbon source linked to deforestation and climate change

Luciana V. Gatti, Luana S. Basso, John B. Miller, Manuel Gloor, Lucas Gatti Domingues, Henrique L. G. Cassol, Graciela Tejada, Luiz E. O. C. Aragão, Carlos Nobre, Wouter Peters, Luciano Marani, Egidio Arai, Alber H. Sanches, Sergio M. Corrêa, Liana Anderson, Celso Von Randow, Caio S. C. Correia, Stephane P. Crispim & Raiane A. L. Neves

Nature **595**, 388–393 (2021) | Cite this article

How things stand: UN comment on climate crisis, May 2024

Centre for Environment and Sustainability

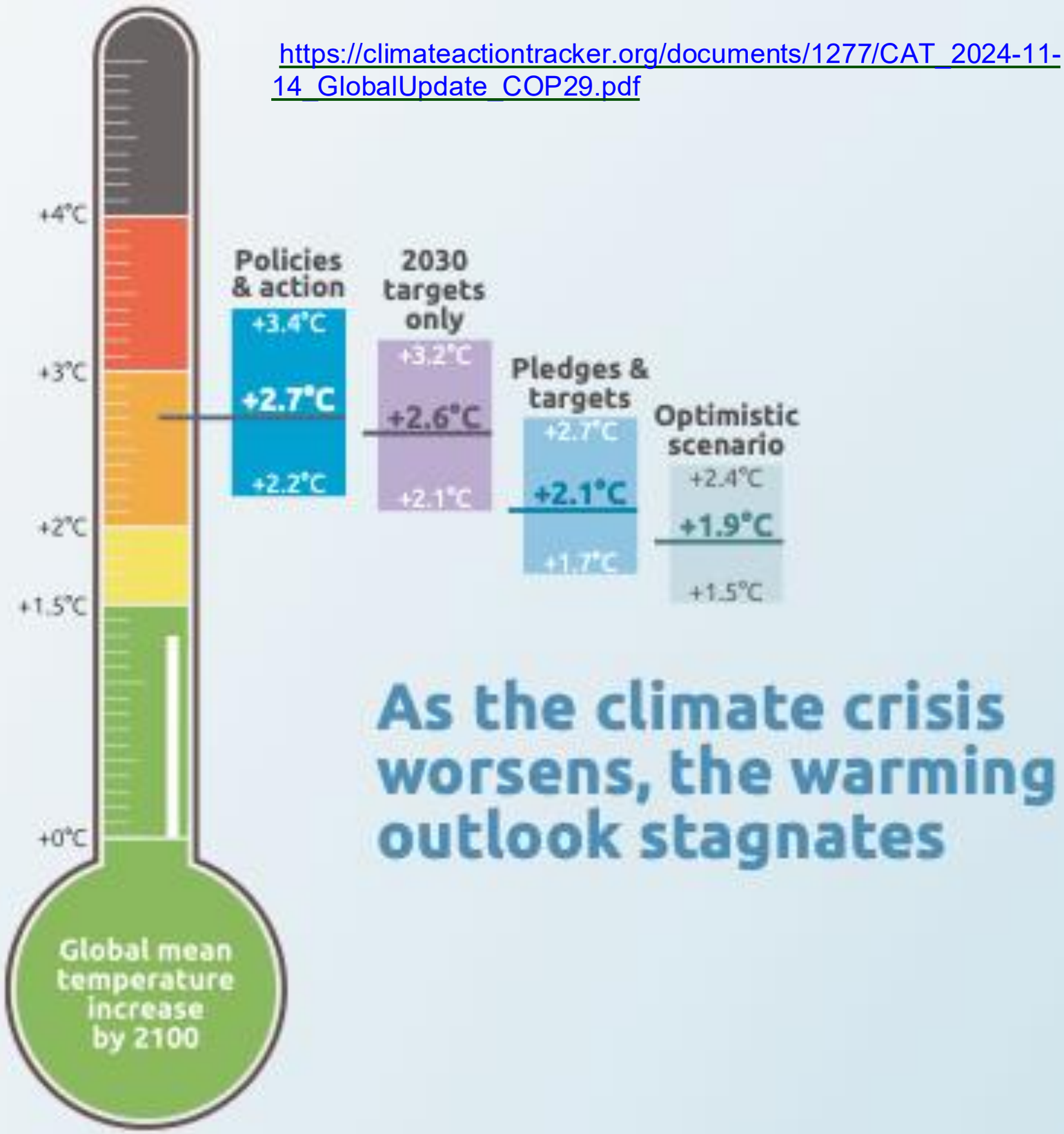
“The goal of limiting global warming to 1.5C is hanging by a thread,” said the official spokesperson for António Guterres, the UN secretary general. “The battle to keep 1.5C alive will be won or lost in the 2020s – under the watch of political and industry leaders today. They need to realise we are on the verge of the abyss. The science is clear and so are the world’s scientists: the stakes for all humanity could not be higher.”

https://www.theguardian.com/environment/article/2024/may/09/world-is-on-verge-of-climate-abyss-un-warns

The Climate Crisis: Climate Action Tracker, Nov. 2024

Centre for Environment and Sustainability

https://climateactiontracker.org/documents/1277/CAT_2024-11-14_GlobalUpdate_COP29.pdf



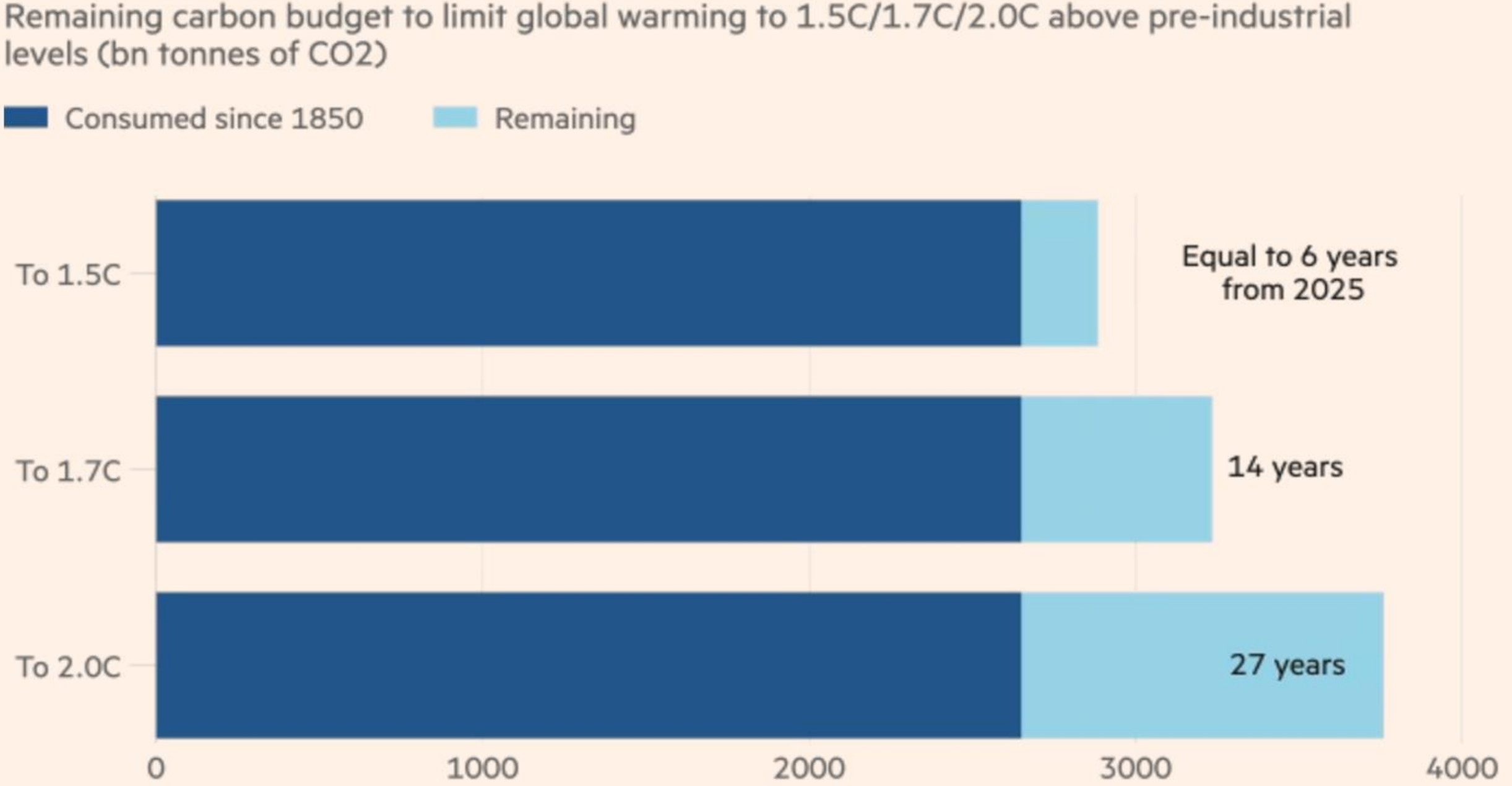
"In terms of the ambition of climate targets, 2024 has been a year marked by minimal progress, with almost no new national climate targets (NDCs) or net zero pledges even though governments have agreed to (urgently) strengthen their 2030 targets and to align them with the 1.5°C goal of the Paris Agreement. As a result, our warming projections have actually increased slightly under both the 2030 targets and the optimistic scenarios, from 2.5°C to 2.6°C and from 1.8°C to 1.9°C, respectively.' (CAT, Nov.2024)

Climate Crisis: the ‘safe’ carbon budget

Centre for Environment and Sustainability

In just a few years, the limit of 1.5C will have been passed

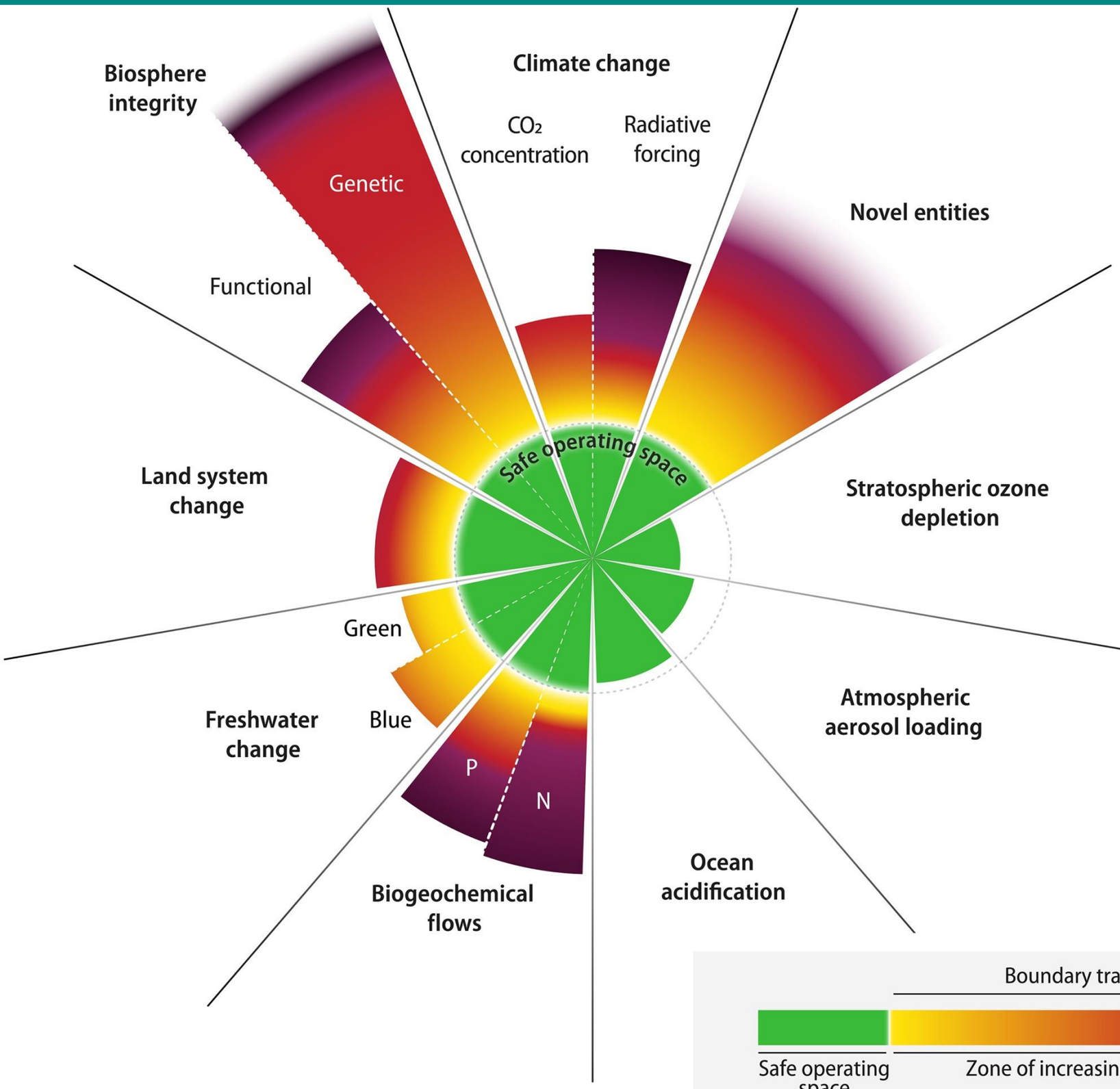
Remaining carbon budget to limit global warming to 1.5C/1.7C/2.0C above pre-industrial levels (bn tonnes of CO2)



50% likelihood level
Source: Global Carbon Budget 2024

Earth Crisis: Planetary Boundaries under pressure or breached

Centre for Environment and Sustainability



Source:
Richardson, K. et al (2023), "Earth beyond six of nine planetary boundaries", *Science Advances*, Vol 9, Issue 37: https://www.science.org/doi/10.1126/sciadv.adh2458

Centre for Environment and Sustainability

Source:
https://www.nature.com/articles/s41586-024-08154-w

Tian, P., Zhong, H., Chen, X. et al. (2024), "Keeping the global consumption within the planetary boundaries". *Nature*: https://doi.org/10.1038/s41586-024-08154-w

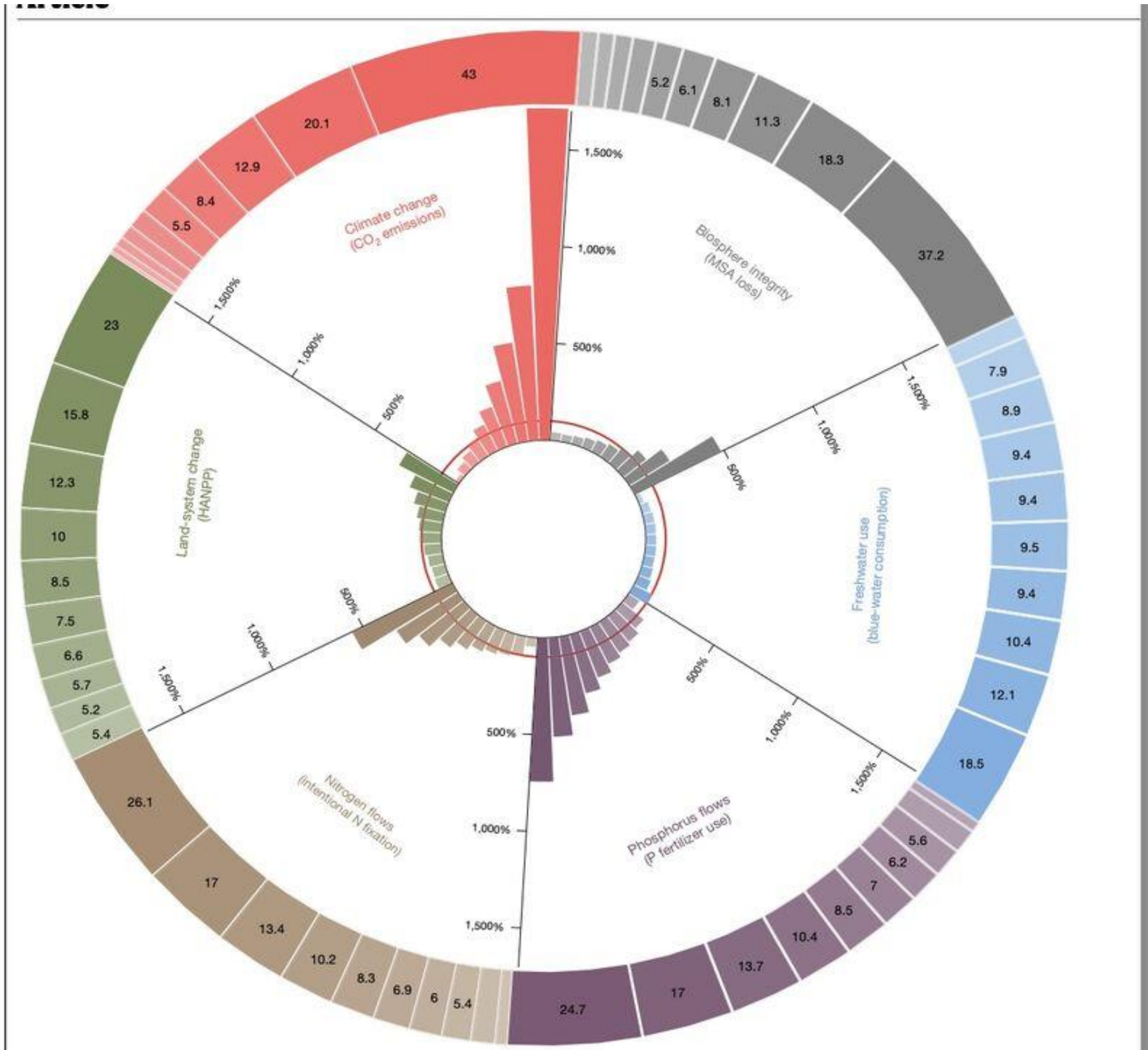


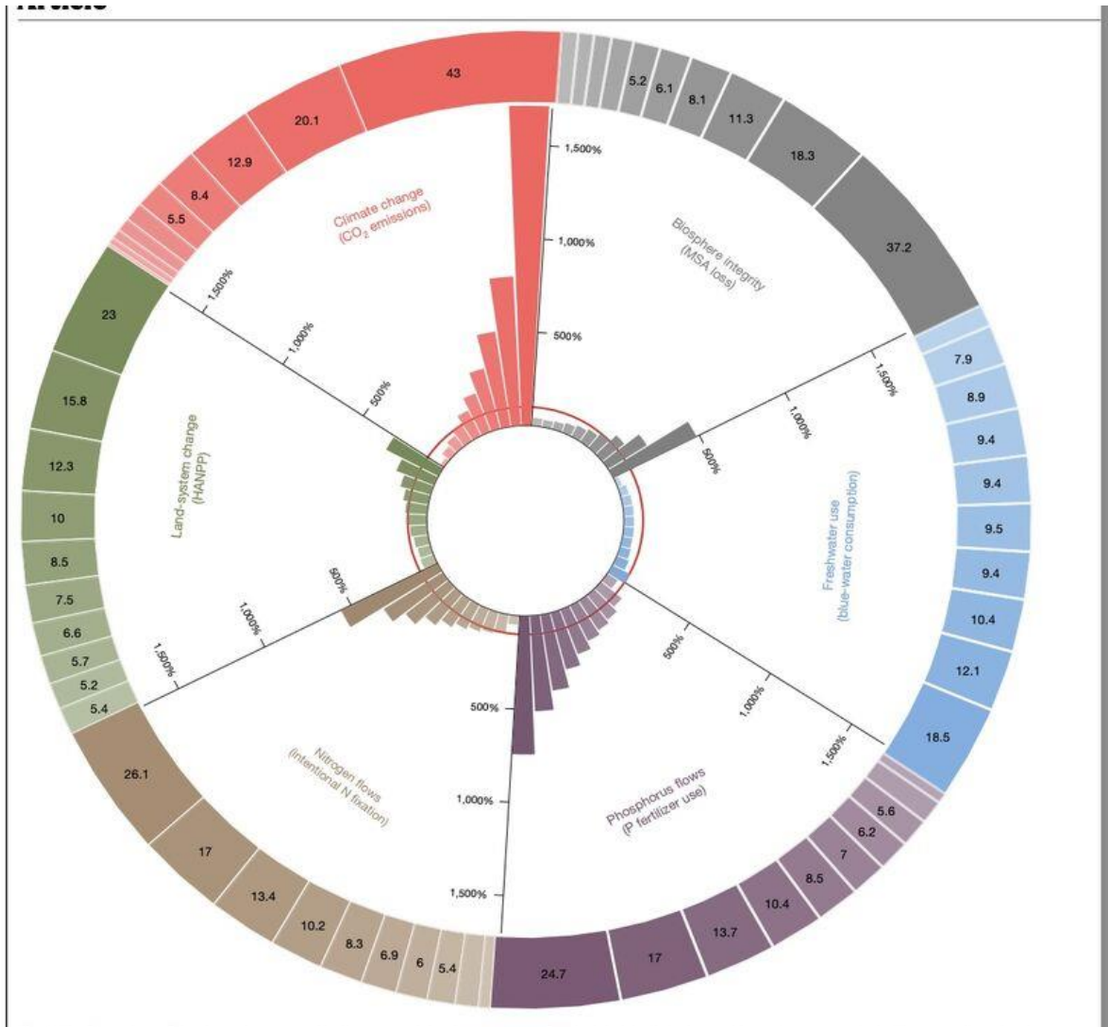
Fig. 1 | The footprints of the six environmental indicators and the shares of each global expenditure decile in the total footprints in 2017. Bar and doughnut pie chart refers to the per capita footprints and the percentage share of each global decile in the total footprints, respectively. The expenditure level of each decile group increases as the colour deepens. The red circle represents the level of per capita boundaries.

Planetary Boundaries and Consumption

Source: Tian, P et al (2024):
https://www.nature.com/articles/s41586-024-08154-w

"We show that 31–67% and 51–91% of the planetary boundary breaching responsibility could be attributed to the global top 10% and top 20% of consumers, respectively, from both developed and developing countries. **By following an effective mitigation pathway, the global top 20% of consumers could adopt the consumption levels and patterns that have the lowest environmental impacts within their quintile, yielding a reduction of 25–53% in environmental pressure**. In this scenario, actions focused solely on the food and services sectors would reduce environmental pressure enough to bring land-system change and biosphere integrity back within their respective planetary boundaries. **Our study highlights the critical need to focus on high-expenditure consumers for effectively addressing planetary boundary transgressions."**

(My emphasis.)



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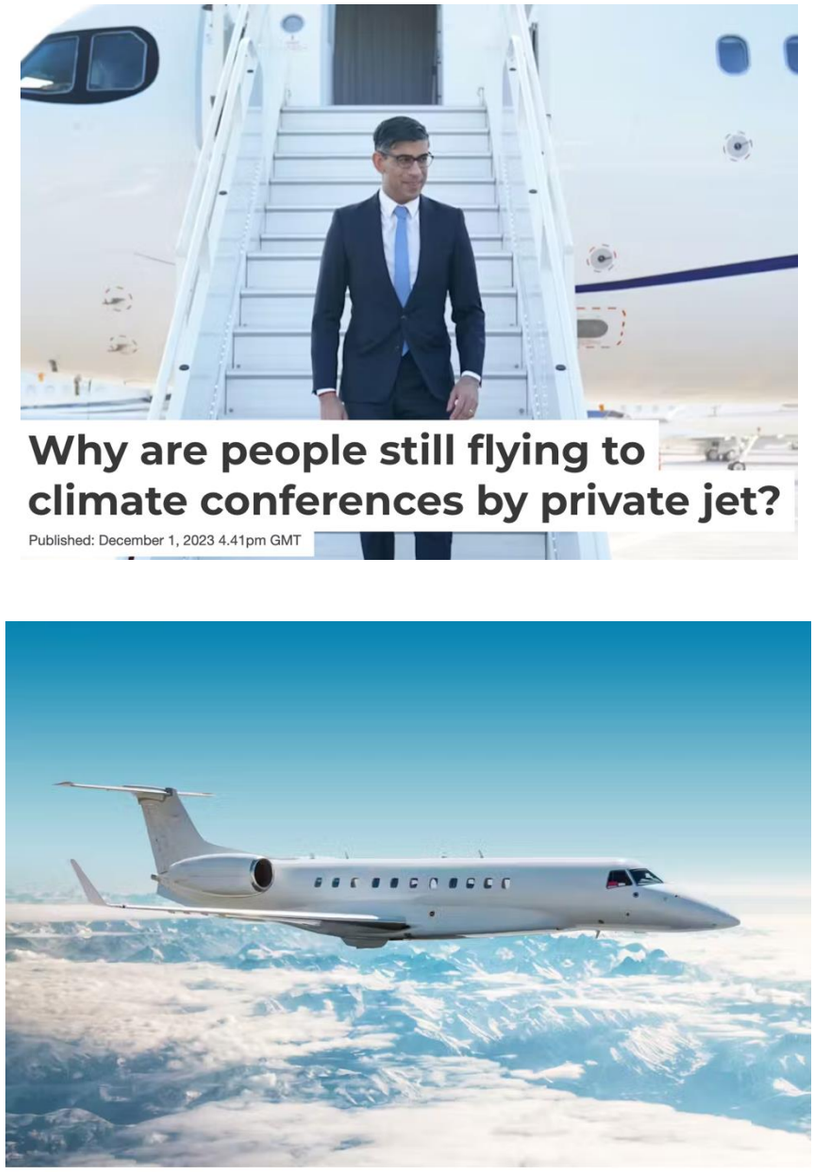
The global rich and climate crisis

Centre for Environment and Sustainability

Schöngart, S., Nicholls, Z., Hoffmann, R. et al (2025). 'High-income groups disproportionately contribute to climate extremes worldwide,' *Nature Climate Change:* https://doi.org/10.1038/s41558-025-02325-x

"We link emissions inequality over the period 1990–2020 to regional climate extremes using an emulator-based framework. We find that two-thirds (one-fifth) of warming is attributable to the wealthiest 10% (1%), meaning that individual contributions are 6.5 (20) times the average per capita contribution. For extreme events, the top 10% (1%) contributed 7 (26) times the average to increases in monthly 1-in-100-year heat extremes globally and 6 (17) times more to Amazon droughts. Emissions from the wealthiest 10% in the United States and China led to a two- to threefold increase in heat extremes across vulnerable regions."



For emissions, private jets are the worst of the worst. Dushlik / shutterstock

Source: https://theconversation.com/why-are-people-still-flying-to-climate-conferences-by-private-jet-218459

The Climate Crisis: climate, nature at risk – and the poor and vulnerable

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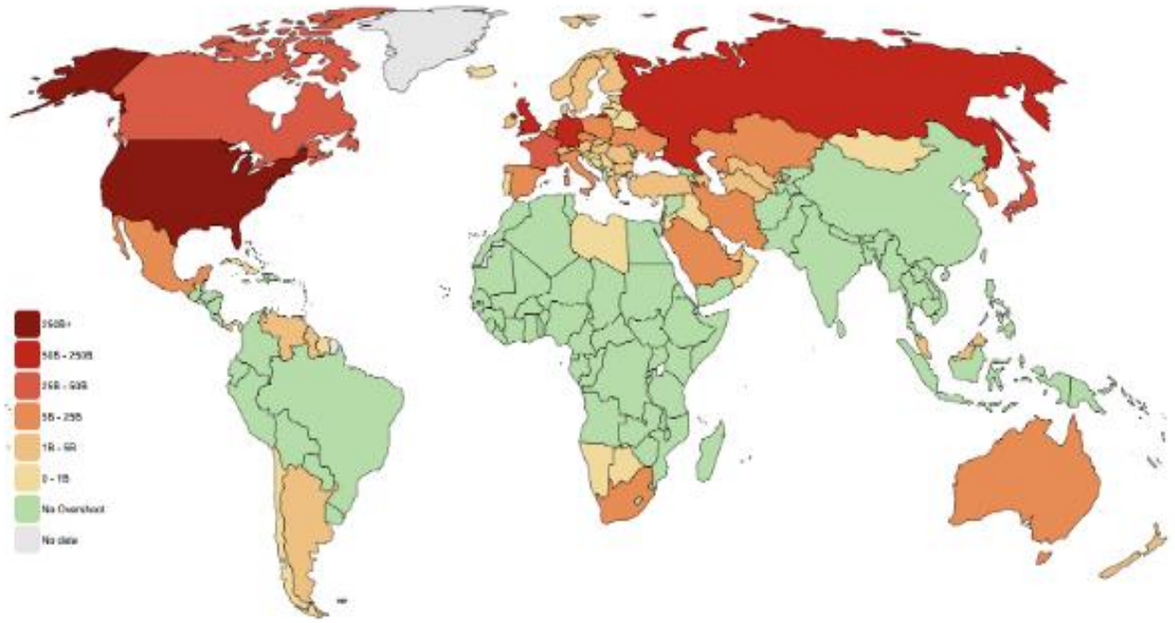
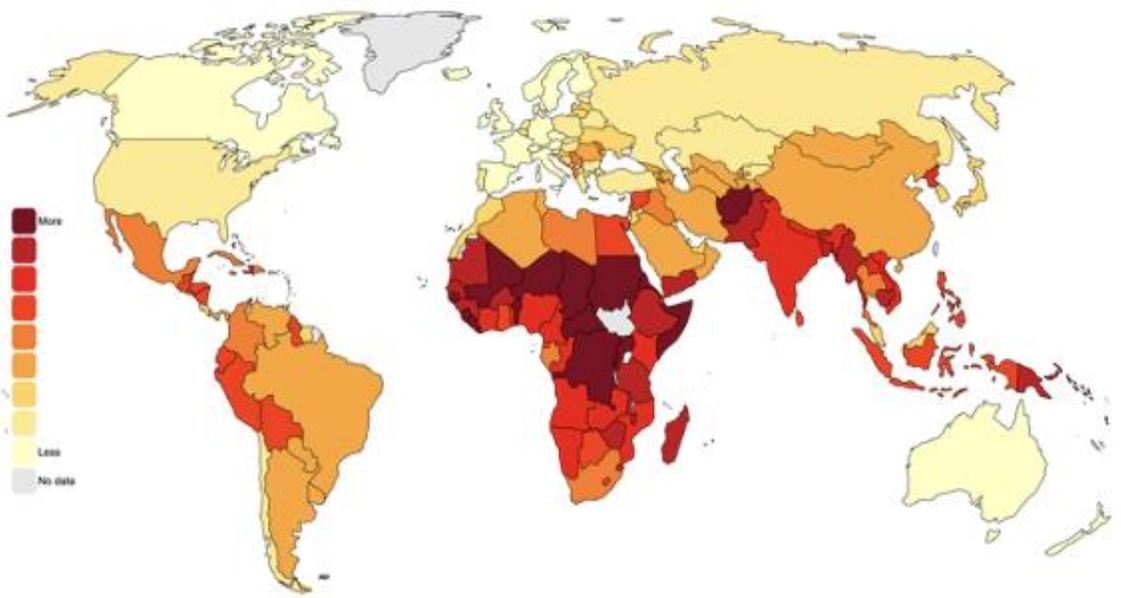
Overshoot emissions
(Lancet Planetary Health)



Climate Crisis is a crisis of inequality and justice: the poor are hit first and worst, having had little or no responsibility for GHG emissions historically

Multi-dimensional climate vulnerability
(ND-GAIN)



Source: Hickel , J. (2020)
"Quantifying national responsibility for climate breakdown:
an equality-based attribution approach for carbon dioxide emissions in excess of the planetary boundary',
***Lancet Planetary Health*, vol.4, issue 9:**
https://www.thelancet.com/journals/lanplh/article/PIIS2542-5196(20)30196-0/fulltext

Climate Inequalities and Injustice

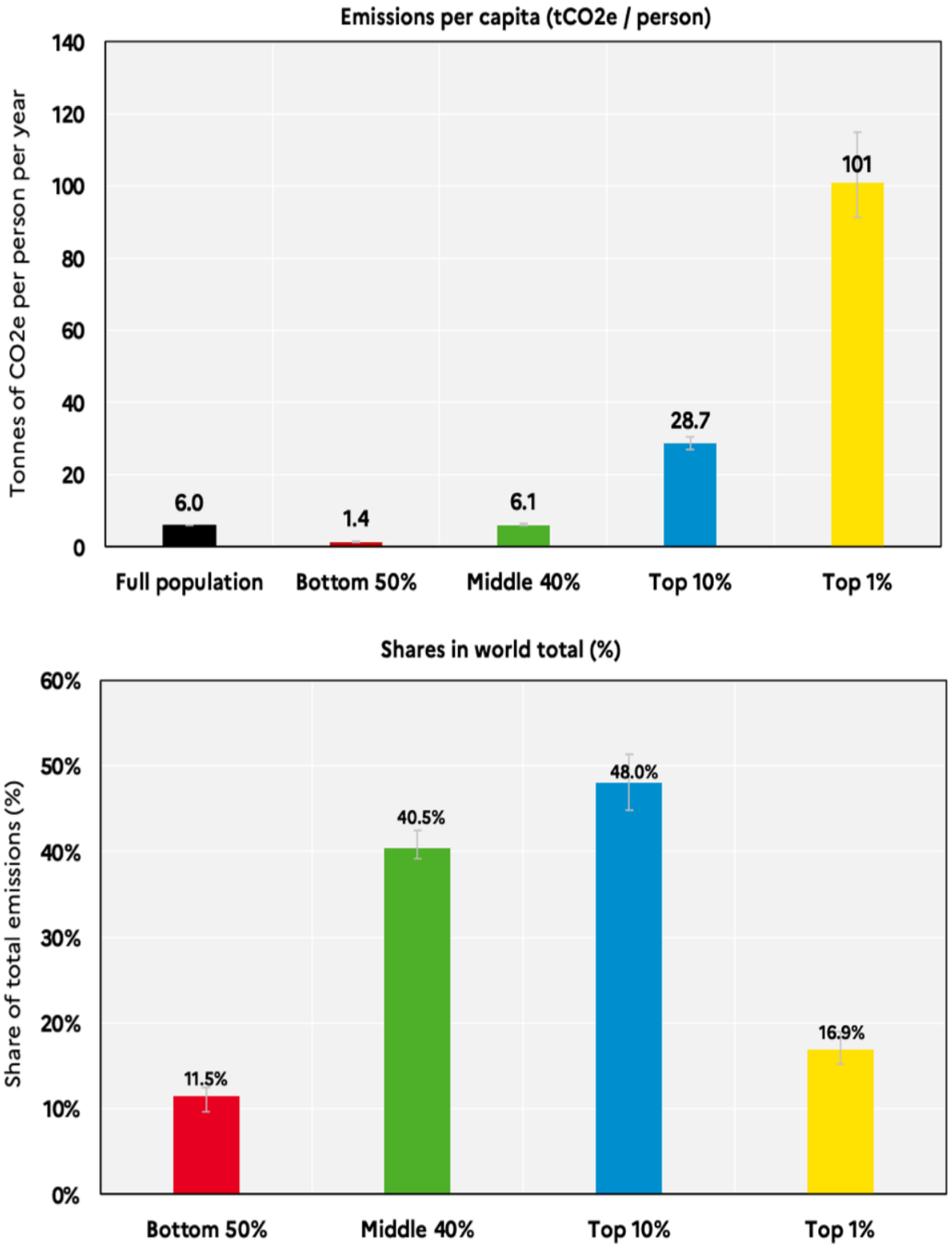


Figure 3: Emissions by global emitter group and shares in world total, 2019

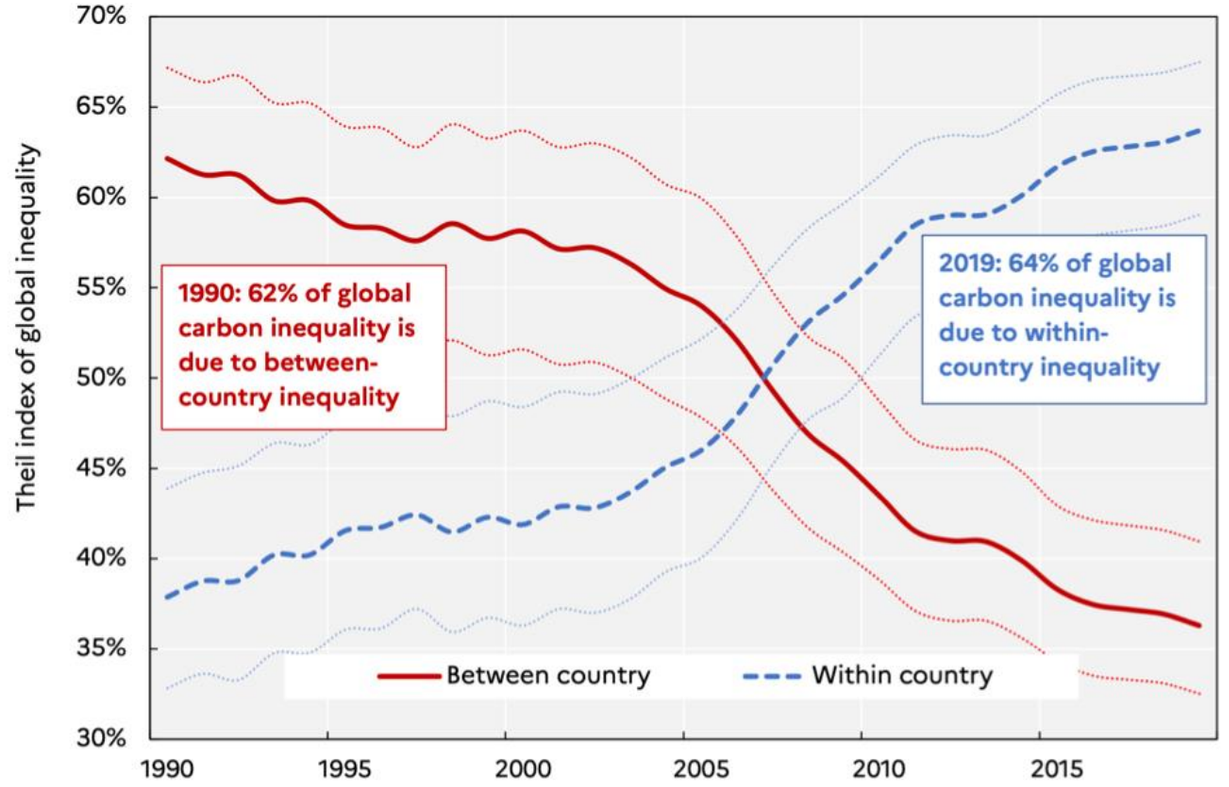


Figure 6: Global inequality of carbon emissions: between- vs. within-country, 1990-2019

Source:
Chancel, L., Bothe, P., Voituriez, T. (2023) *Climate Inequality Report 2023,* World Inequality Lab Study 2023/1, Paris: WIL.

https://wid.world/wp-content/uploads/2023/01/CBV2023-ClimateInequalityReport1.pdf

Energy and inequalities: we need to deal with climate crisis AND lift billions out of poverty, precarity and social injustice / exclusion

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CO_2 emissions per capita vs GDP per capita

Our World in Data

Per capita consumption-based CO_2 emissions

20 t
15 t
10 t
5 t
2.5 t
0 t

CO_2 emissions are too high

Energy poverty

Energy access with net-zero CO_2 emissions

Singapore
United States
Canada
Switzerland
South Korea
Japan
Israel
Russia
United Kingdom
Poland
China
Sweden
France
Turkey
Spain
Ukraine
Mexico
Namibia
India
Pakistan
Indonesia
Guatemala
Tanzania
Malawi
Ethiopia

$2,000 $5,000 $10,000 $20,000 $50,000 $100,000

GDP per capita (int.-$)

To end climate change the long-run goal is that net-emissions decline to zero.

Data for 2017: Global Carbon Project, UN Population, and World Bank.

OurWorldinData.org – Research and data to make progress against the world's largest problems.

Far off target for Sustainable Living

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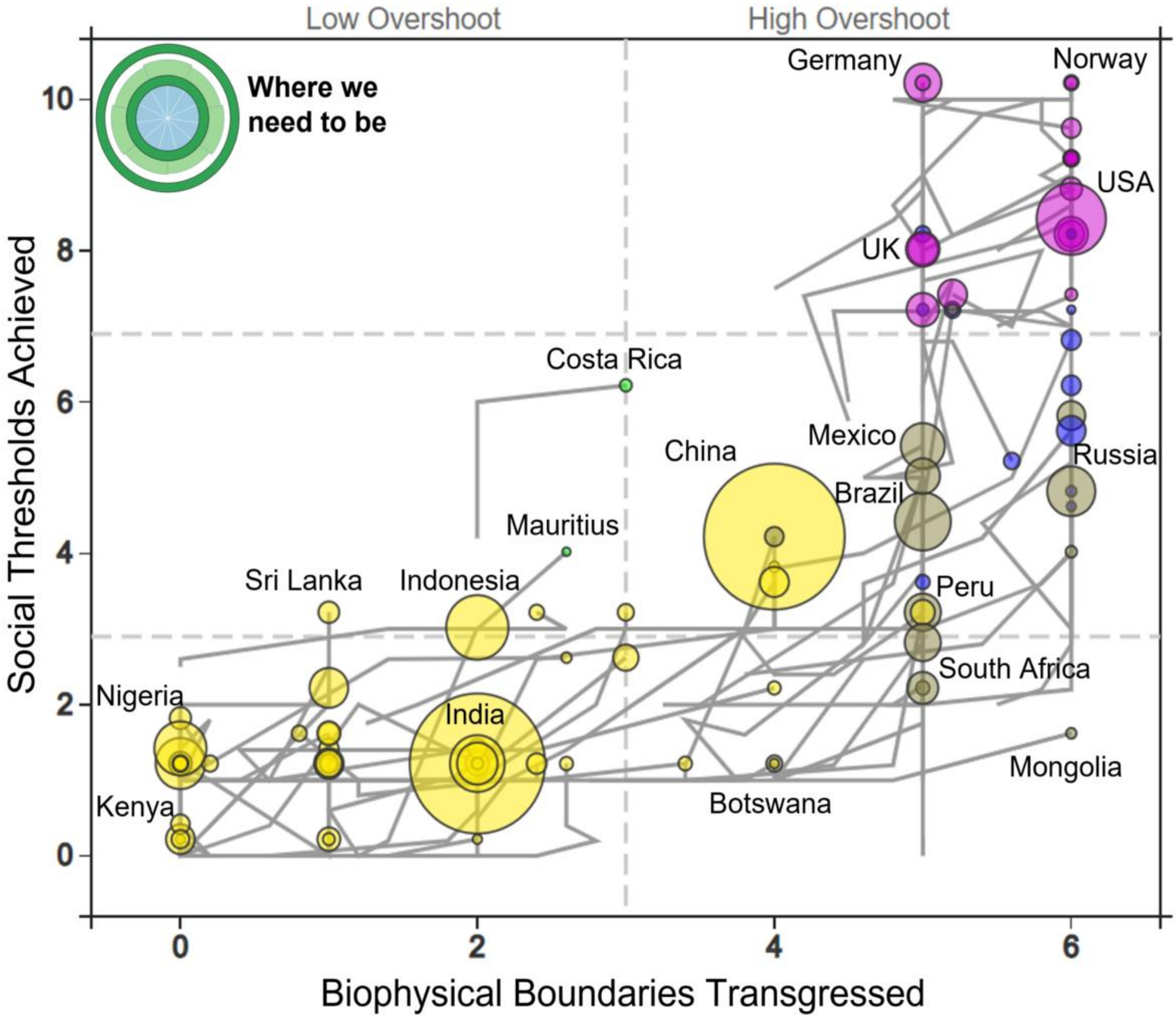
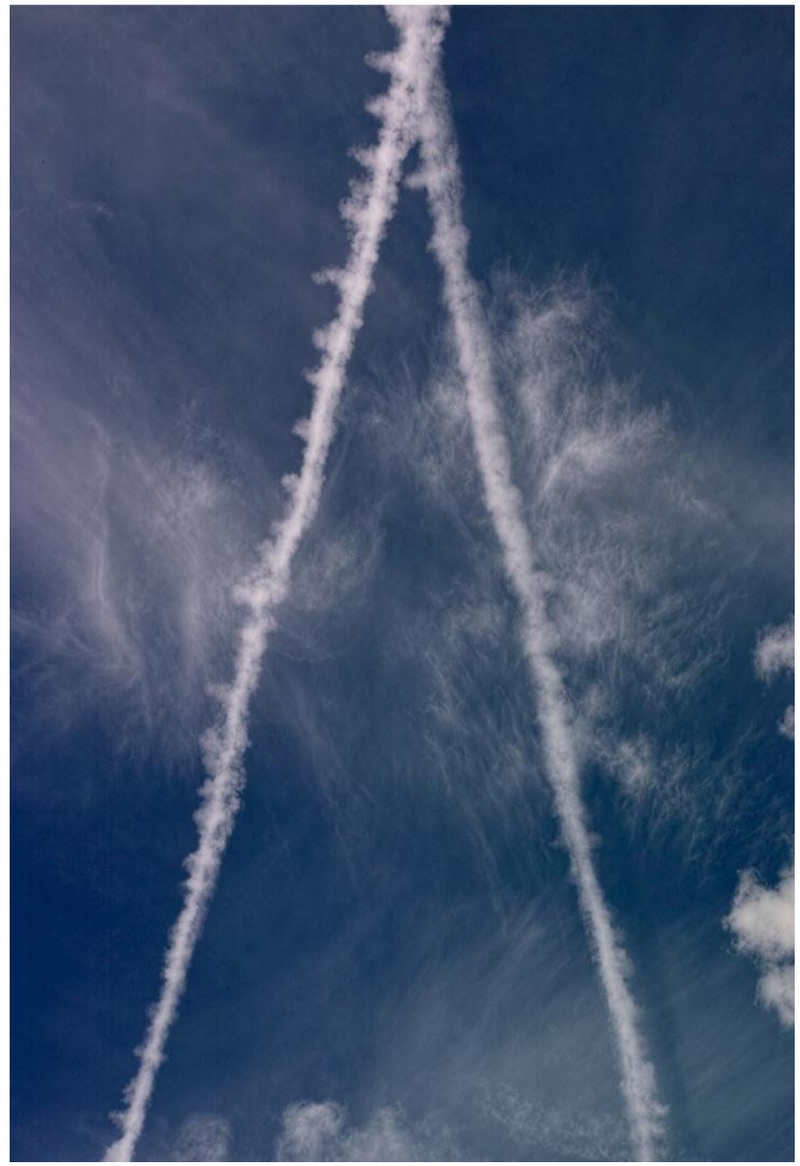


Source:
Andrew Fanning et al, 'The social shortfall and ecological overshoot of nations', Nature Sustainability, 2021: https://doi.org/10.1038/s41893-021-00799-z;
University of Leeds
A Good Life for All database

The Sustainability Equation: I=PAT

Impact = Population x Affluence / Consumption x Technology



Will advances in *Technology*…

a) Enable Green Growth that lifts living standards for the poor while also allowing for increasing consumption (or at least maintaining it) for the top 10%?
b) Allow us to mitigate climate disruption in time to meet 1.5 degree C limit?
c) Allow the top 10% to consume in all or most of the ways they like to now?

The problem of growth, inequalities and sustainability

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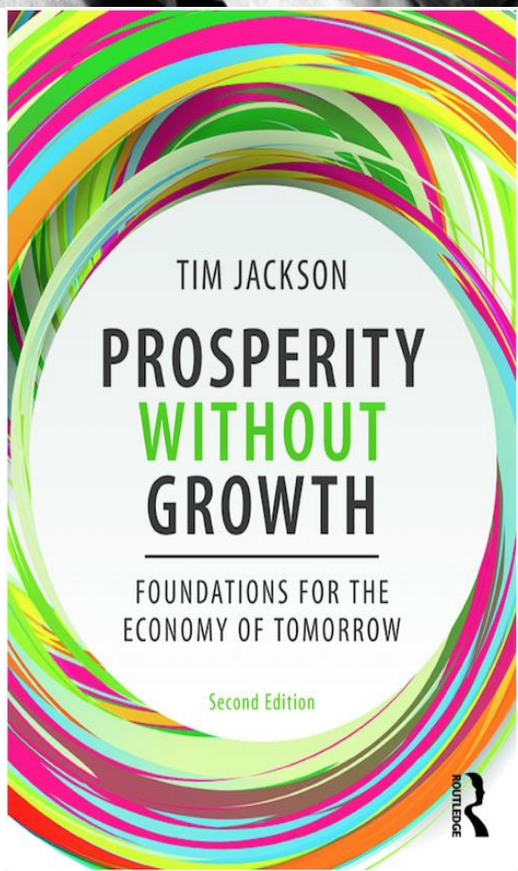
- **Tim Jackson: the paradox of growth** – see Jackson, T. (2017), *Prosperity without Growth*, London: Routledge; CUSP research, www.cusp.ac.uk; https://timjackson.org.uk/
- **Growth seems *ecologically unsustainable…***
- **BUT…no growth is *economically and socially destabilising…***
- **Green Growth via new technologies might be possible - but can it come fast enough for us?**
- **Would the rich world - and the rich *of* the world - reduce consumption to *sustainable sufficiency?***
- **How could affluent people be persuaded to vote for this? And what policies could do it?**

Source: https://timjackson.org.uk/



We have all the evidence of risk, harm and opportunity that we need to act

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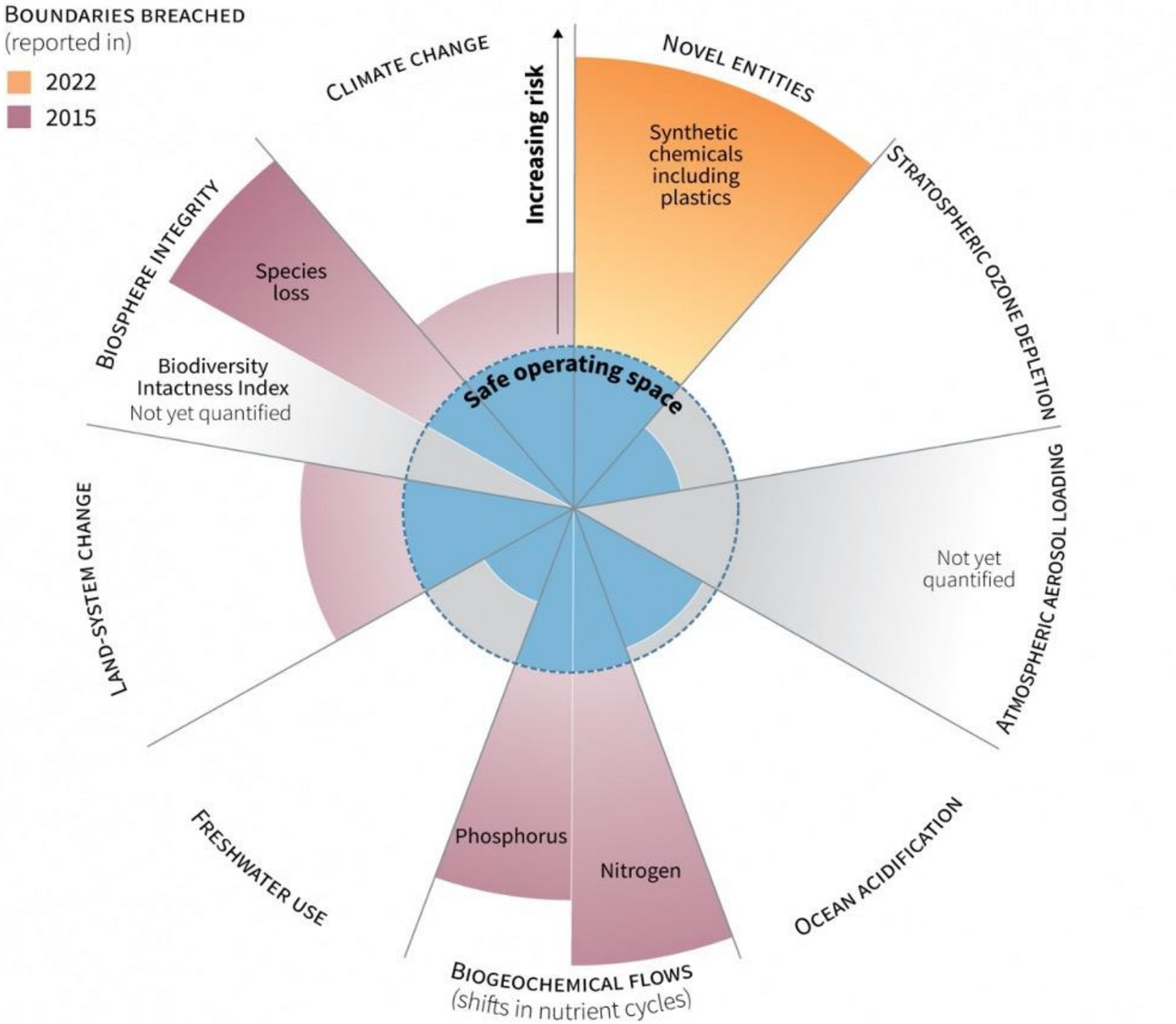
Breaching planetary boundaries

Safe boundaries for environmental pollutants like plastics and other chemical products breached, scientists say

EARLIER STUDY

In 2009, scientists identified **9 quantitative planetary boundaries** that set the limit to Earth's stability and resilience

Breaching these boundaries means increased risk of large-scale abrupt or irreversible environmental changes



Source: Stockholm Resilience Centre/Azote, based on analysis of Persson et al 2022 and Steffen et al 2015

AFP

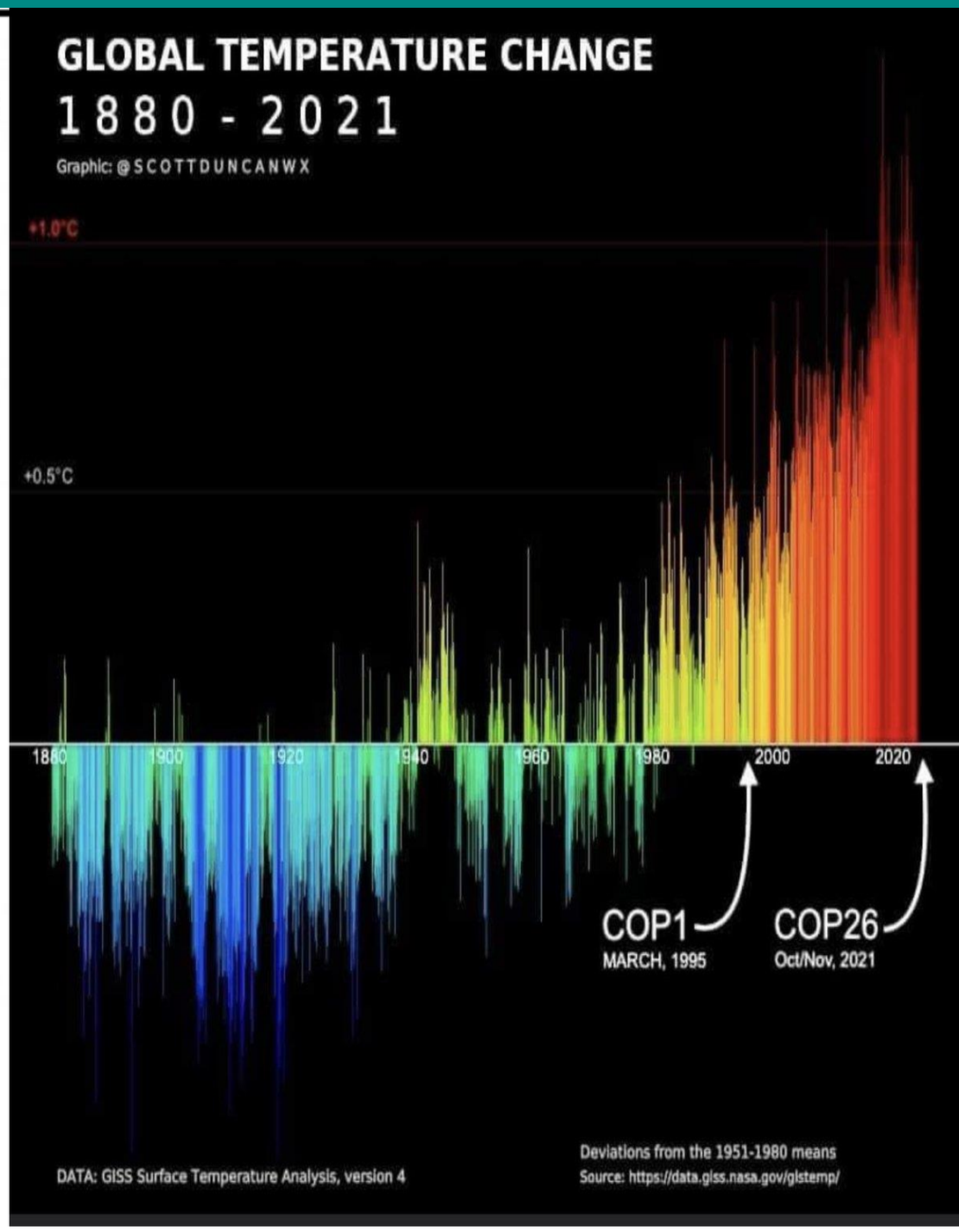
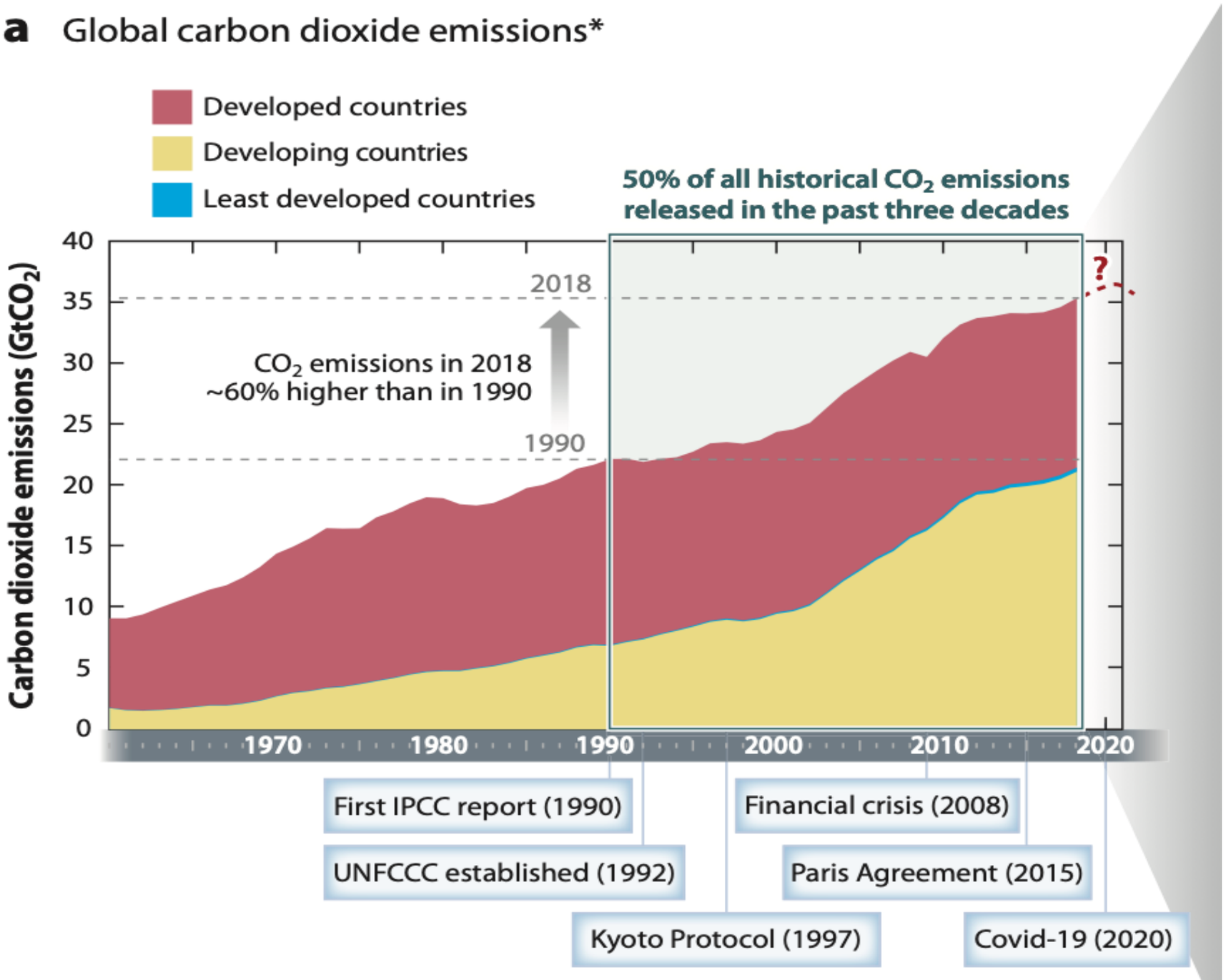


Image source: Stockholm Resilience Centre

“When we were still far off”…CO2 emissions



* Emissions from fossil fuels and cement only (excluding international aviation and shipping). Note that emissions from agriculture, forestry, and other land use are not part of the data.

Source: Stoddard, I et al (2021), ‘Three Decades of Climate Mitigation: Why Haven’t We Bent the Global Emissions Curve?’, *Annual Review of Environment and Resources*: https://doi.org/10.1146/annurev-environ-012220-011104

There is a pathway to stay within 1.5C but it is ever narrower… IEA analysis 2023

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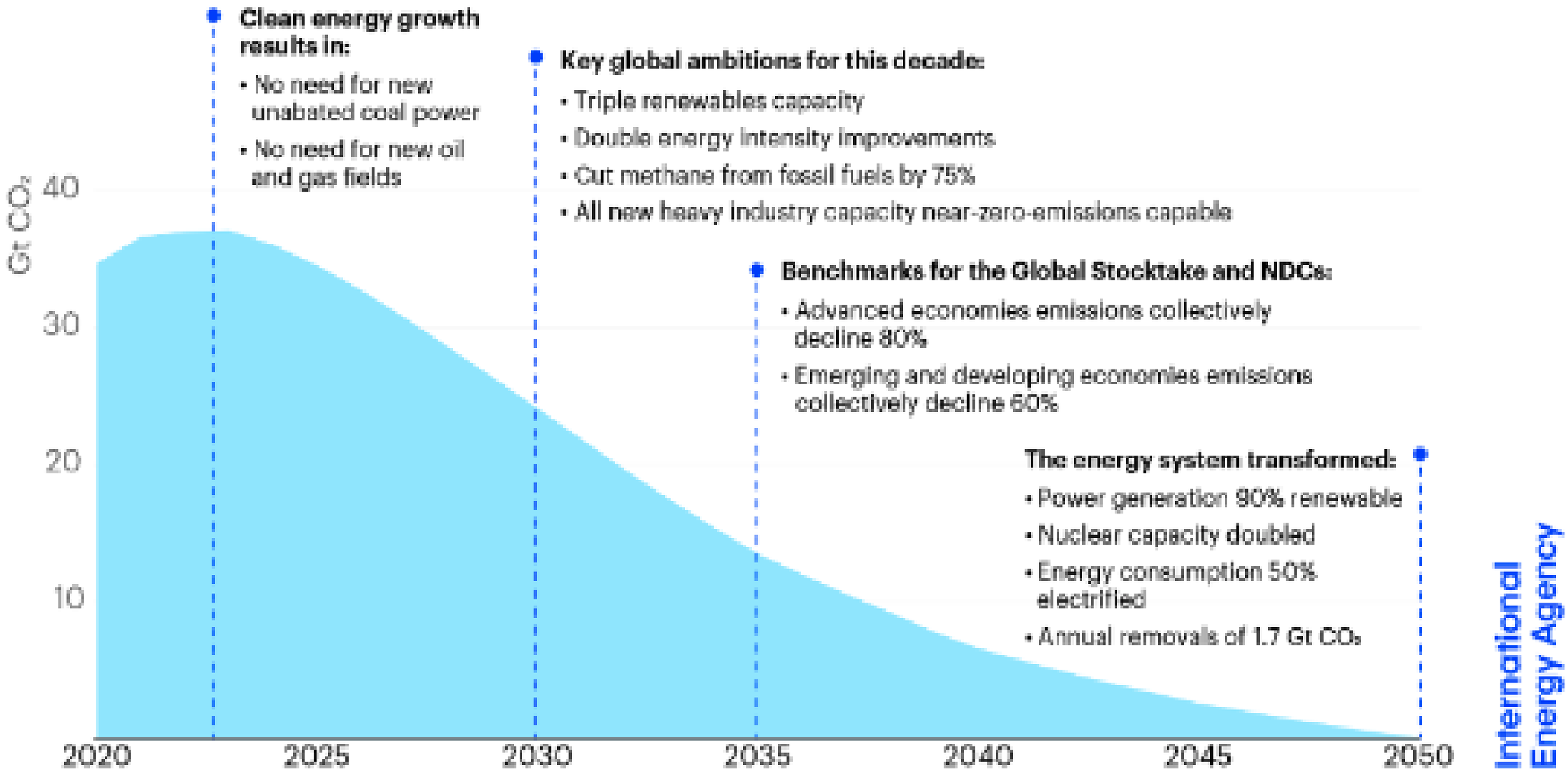
IEA's Roadmap to Net Zero Emissions by 2050

Net Zero Roadmap: A Global Pathway to Keep the 1.5 °C Goal in Reach — 2023 Update



Change in energy technology is rapid - but not rapid enough

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"Despite gathering momentum behind transitions, the world is still a long way from a trajectory aligned with its climate goals. Decisions by governments, investors and consumers too often entrench the flaws in today's energy system, rather than pushing it towards a cleaner and safer path. There are some positive developments…but today's policy settings still put the world on course for a rise of 2.4 °C in global average temperatures by 2100, entailing ever more severe risks from a changing climate. Our scenario analysis highlights the prospect of buyers and consumers having the edge in energy markets for a time, with suppliers competing for their attention as they make fuel and technology choices that have widely different implications for the energy sector and for its emissions. All parties need to recognise that locking in fossil fuel use has consequences. There may be downward pressure on fuel prices for a while, but energy history tells us that one day the cycle will be reversed, and prices will rise. And the costs of climate inaction, meanwhile, grow higher by the day as emissions accumulate in the atmosphere and extreme weather imposes its own unpredictable price." My emphasis.

International Energy Agency, World Energy Outlook 2024:
https://www.iea.org/reports/world-energy-outlook-2024/executive-summary

Still too slow…

…in transition from fossil fuels (still over 80% of energy use)

…in slowing and reversing biodiversity loss…

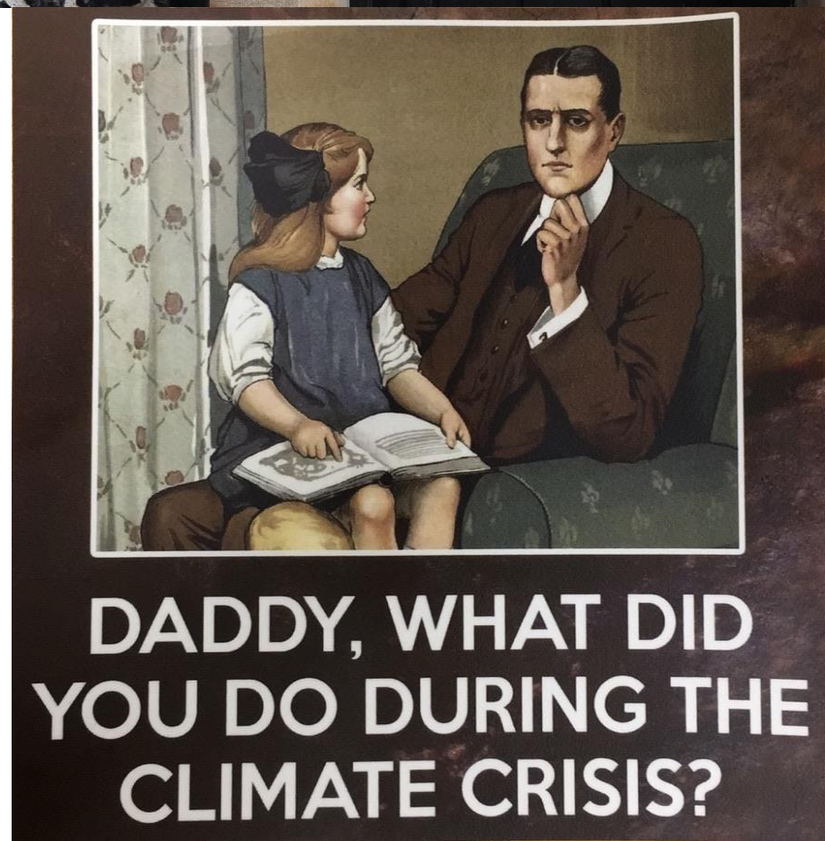
…in adaptation policies for climate disruption…

…in securing finance for global South for climate and biodiversity action…

…in reducing risk of damaging ecological 'tipping points'…

…in implementing SDGs and global agreements on climate and nature…

…in fostering honest and open public debate about policy choices…and in facing the question of Affluent Consumption…

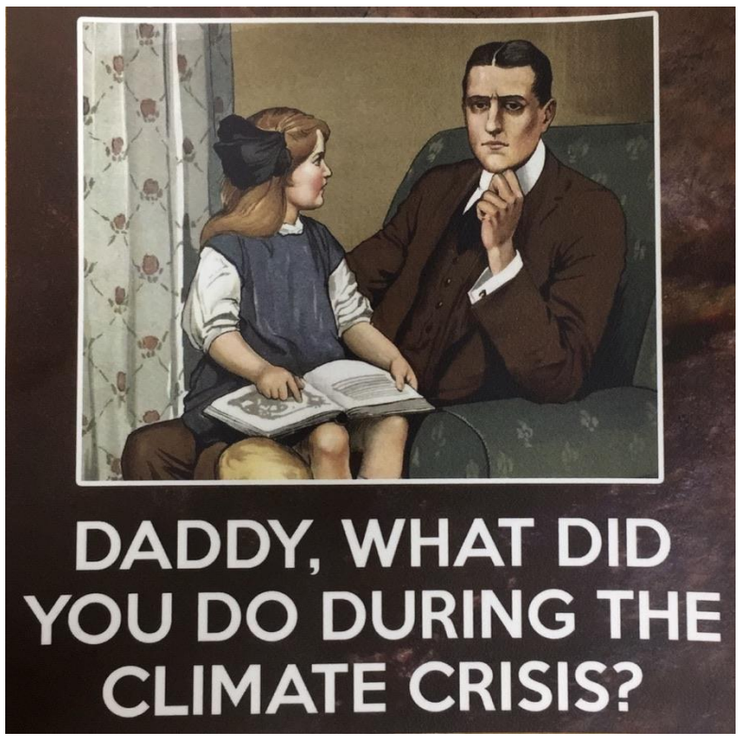


The role of affluent consumers

"The most affluent group has a particularly large potential for positive impact, as their dietary habits often have a greater environmental impact and influence consumption norms. Our quantitative assessment and mitigation scenarios show that the tertiary industry, particularly services, should be the next focus for addressing the impact of affluent consumers. Despite being often overlooked in public policy due to perceived lower environmental impact, the significant consumption of services by affluent groups and the extensive supply chains effect of the service sector generate enormous environmental impacts…

"Bottom-up movements may be crucial in making mitigation measures effective. Proposals targeting the affluent, such as reducing overconsumption, promoting rational consumption patterns, and reducing inequality, often receive support in surveys and citizens' assemblies. Bottom-up social movements have proven effective in pushing for political programs, changing values, and promoting low-carbon consumption cultures. They have played an indispensable role in climate change response decision-making processes over the past decades."

Source: Tian, P., Zhong, H., Chen, X. et al. (2024), "Keeping the global consumption within the planetary boundaries", *Nature*: https://doi.org/10.1038/s41586-024-08154-w



Radical consumption change is needed – and especially on the part of the affluent

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Technological innovation alone cannot shift us to a sustainable path…

"To stay within the emissions budget consistent with limiting global warming to 1.5°C, the average UK carbon footprint must shrink from the equivalent of 8.5 to 2.5 tonnes of CO_2 by 2030.

"This cannot be achieved through incremental change. It requires radically different lifestyles which involve flying less, eating more plant-based foods, wasting less and replacing boilers and combustion engines with heat pumps and electric vehicles.

"Not everyone needs to change their lifestyle to the same extent. Those with the largest carbon footprints – typically the wealthiest people – need to make the most significant changes. As well as having a moral responsibility to act, wealthy people also have a greater capability to change and have more potential to influence wider change as organisational leaders and investors."

Sam Hampton and Lorraine Whitmarsh, " Keir Starmer says the UK can decarbonise without disruption – that's neither true nor helpful", *The Conversation*, 14th Nov. 2024: https://theconversation.com/keir-starmer-says-the-uk-can-decarbonise-without-disruption-thats-neither-true-nor-helpful-243636

See also Hampton, S. and Whitmarsh, L. (2024), "Are radical changes to lifestyles necessary for mitigating climate change?", *Dialogues on Climate Change*: https://doi.org/10.1177/29768659241293215

The resistance to Climate Action

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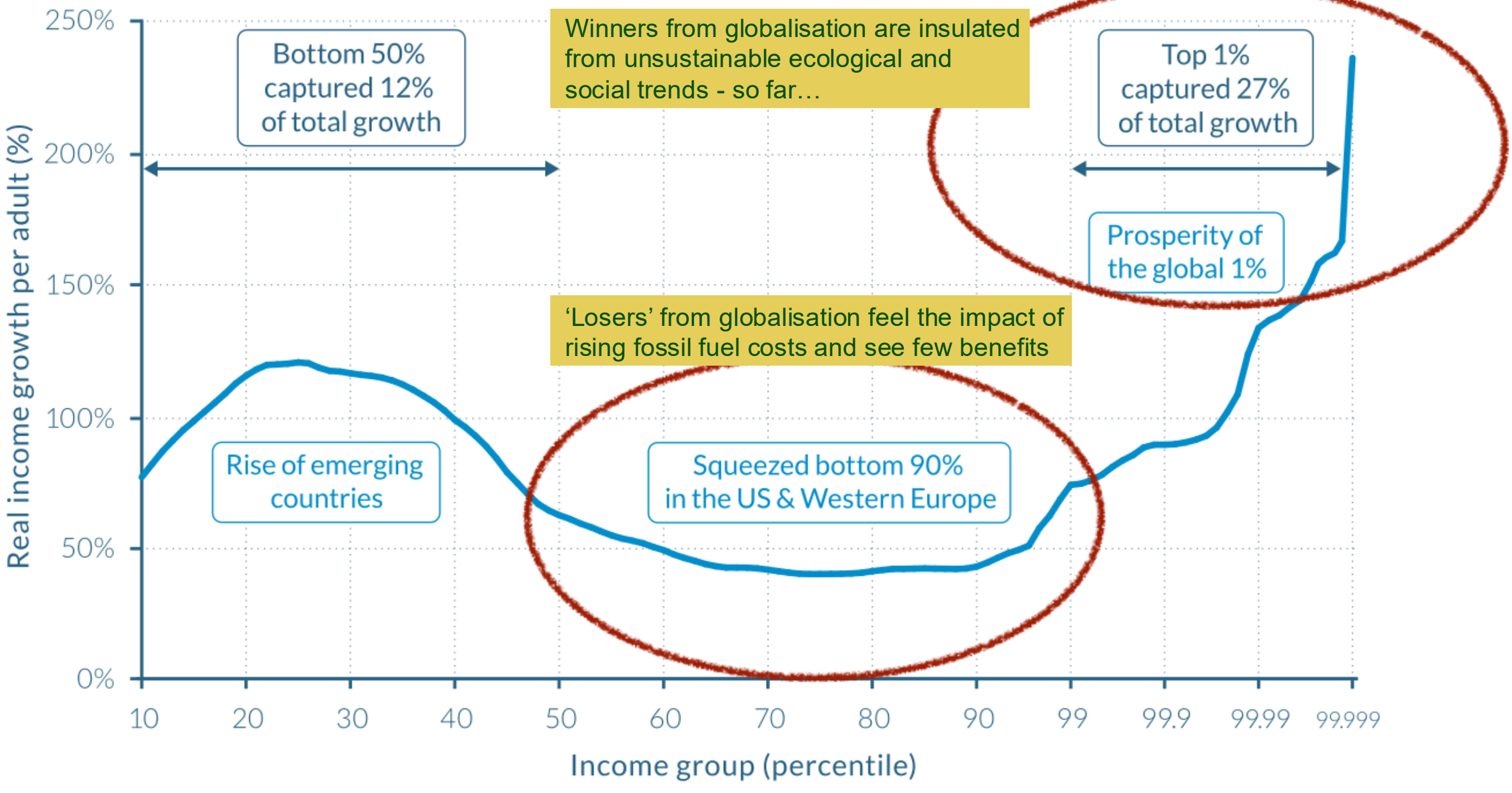
Context:

- **Pandemic disruptions**
- **Cost of living pressures**
- **Immigration fears**
- **Social, cultural and economic resentments since 1980s**
- **The fall-out from 2008**

We need Just Transition to a sustainable society and economic order…but so far no-one has produced a political programme that can deal with the above and secure re-election….

From *World Inequality Report* 2018

https://wir2018.wid.world/files/download/wir2018-summary-english.pdf



Source: WID.world (2017). See wir2018.wid.world for more details.

On the horizontal axis, the world population is divided into a hundred groups of equal population size and sorted in ascending order from left to right, according to each group's income level. The Top 1% group is divided into ten groups, the richest of these groups is also divided into ten groups, and the very top group is again divided into ten groups of equal population size. The vertical axis shows the total income growth of an average individual in each group between 1980 and 2016. For percentile group p99p99.1 (the poorest 10% among the world's richest 1%), growth was 74% between 1980 and 2016. The Top 1% captured 27% of total growth over this period. Income estimates account for differences in the cost of living between countries. Values are net of inflation.

Dani Rodrik's Trilemma for the 2020s

"This [trilemma] is the disturbing possibility that it may be impossible simultaneously to combat climate change, boost the middle class in advanced economies, and reduce global poverty. Under current policy trajectories, any combination of two goals appears to come at the expense of the third."

Dani Rodrik, "A New Trilemma Haunts the World Economy", *Project Syndicate*, 9th Sept. 2024: https://www.project-syndicate.org/commentary/new-trilemma-of-climate-change-global-poverty-rich-countries-middle-classes-by-dani-rodrik-2024-09

What can be done?

Western middle classes won't vote for higher taxes and behavioural changes for Just Transition unless they have:

- **Trust in government;**
- **Experience of supportive policies for mitigation and adaptation;**
- **Motivation to support high investment for mitigation and adaptation;**
- **Sense of greater economic security;**
- **Confidence that the top 1% are contributing….**
- **Sight of *Leadership by Example*…**

Demand for *Leadership by Example*

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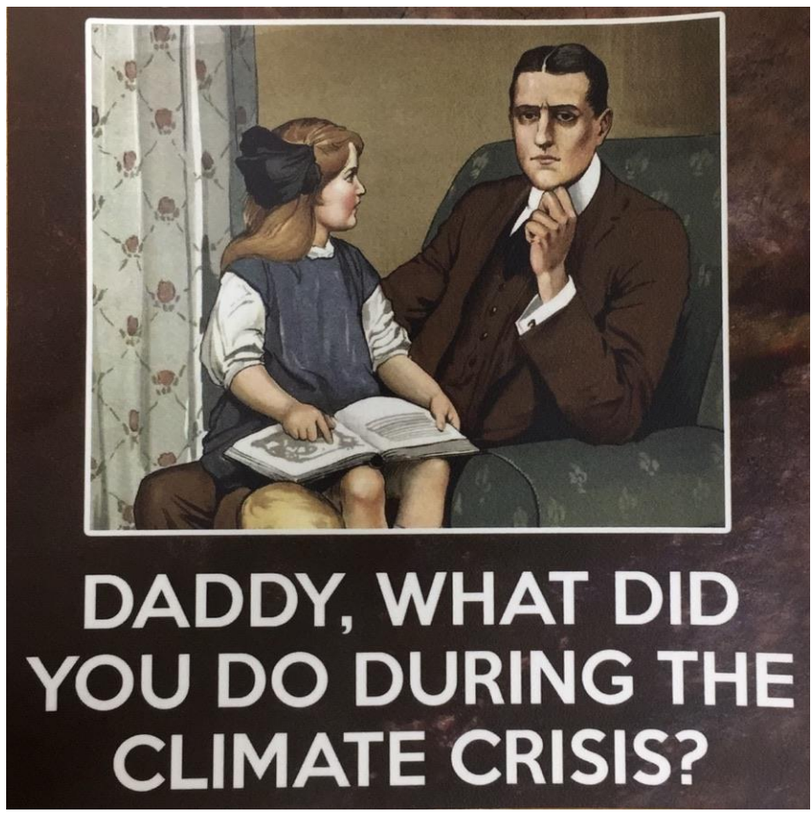
Steve Westlake - University of Cardiff.

Citizens want to see climate leadership by example:

"In my PhD research I found leaders who maintain high-carbon lifestyles undermine trust and reduce everyone's willingness to change their own behaviour.

"Unnecessary high-carbon behaviour from leaders therefore actually slows down the fight against climate change. These people make the rules and shape what we aspire to, so the public expects and wants them to lead by example – because it is a fundamental part of leadership.

"In a survey I conducted, 90% of the public agreed that "people with the biggest carbon footprints should make the biggest lifestyle changes to tackle climate change", and only 3% disagreed. Some 86% agreed that "politicians, business leaders and celebrities should set an example by making lifestyle changes first".



We need *Personally Determined Contributions*…

See Steve Westlake, "Why billionaires should take the lead and declare their own emissions cutting targets", *The Conversation*, 19th January 2024 : https://theconversation.com/why-billionaires-should-take-the-lead-and-declare-their-own-emissions-cutting-targets-221524

Leading by Example: new research

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See Westlake, S., Demski, C. & Pidgeon, N. (2024), ”Leading by example from high-status individuals: exploring a crucial missing link in climate change mitigation”, *Humanit Soc Sci Commun* 11, 1292: https://doi.org/10.1057/s41599-024-03787-8

“Our study indicates that leaders who lead by example with high-impact low-carbon behaviours prompt significantly greater willingness among UK citizens to adopt the same low-carbon behaviours, compared to leaders who do not lead by example….In addition to encouraging others to change their behaviour, leaders who lead by example with high-impact low-carbon behaviours were rated significantly more favourably on all leadership criteria, compared to leaders who were not leading by example. They were believed to be more credible, more effective, more warm and competent, to care more about climate change, to believe it is more serious, to be more knowledgeable about it, to be more effective climate leaders, and they enjoyed greater approval. They were also perceived as more trustworthy, honest, inspirational, and ethical. Leaders in our study who did not lead by example scored negatively for being trustworthy, making moral and ethical decisions, and being inspirational.”

A critical mass of leaders by example?

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MPs

Ministers

Pro-sustainability business heads

Sports people and clubs

Trusted TV celebrities

Social Media influencers

NGO heads

Local council leaders

Doctors and NHS heads

…

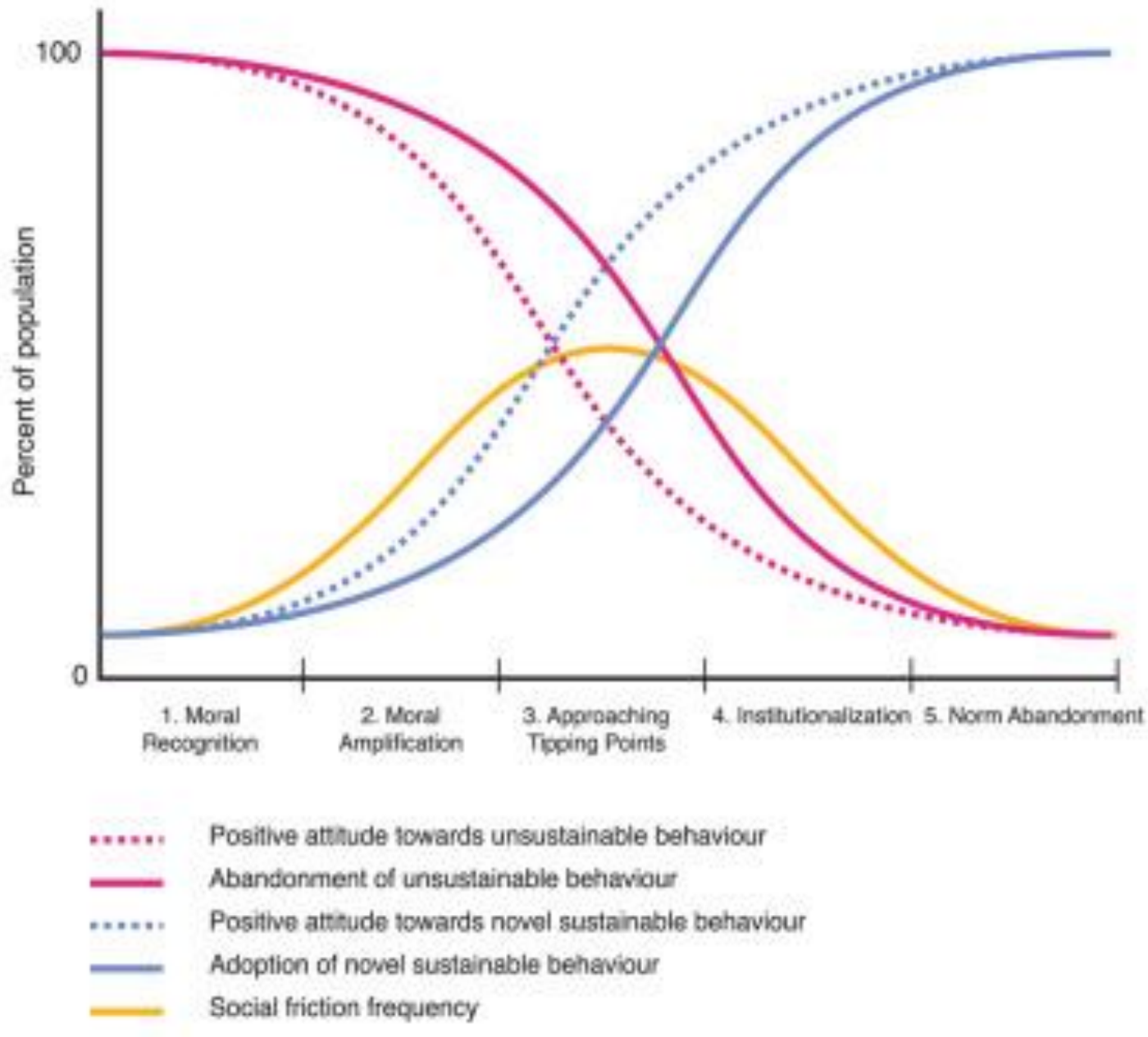
CHURCHES

Leadership by Example and Positive Social Tipping Points

See Kwame Anthony Appiah (2010), *The Honor Code: how moral revolutions happen*, New York: WW Norton

Image: see Judge, M. et al. (2024), "Accelerating social tipping points in sustainable behaviors: Insights from a dynamic model of moralized social change", *One Earth*, Volume 7, Issue 5, 759 – 770: https://www.cell.com/one-earth/fulltext/S2590-3322(24)00147-7

See University of Exeter programme on *Positive Social Tipping Point*s for action on climate: https://www.exeter.ac.uk/research/tippingpoints/



Policies requiring mobilization by moral leaders in elites

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- **Carbon Tax and Dividend**
  - Part of *Just Transition* to Net Zero: redistribution to make shift to zero-carbon work and lifestyles easier…
  - See Budolfson, M. et al.(2021), "Protecting the poor with a carbon tax and equal per capita dividend', *Nature Climate Change*, 11, pp1025–1026: https://doi.org/10.1038/s41558-021-01228-x
  - **"We find that if all countries adopt the necessary uniform global carbon tax and then return the revenues to their citizens on an equal per capita basis, it will be possible to meet a 2 °C target while also increasing wellbeing, reducing inequality and alleviating poverty."**

Oxfam report Oct. 2024: [Climate Inequality Kills](#).

FIGURE 10 RAISING THE SCALE OF FINANCING

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- **Wealth tax**
- **Luxury tax**

Policies to make the Sustainable Doughnut – need for moral mobilization by elites

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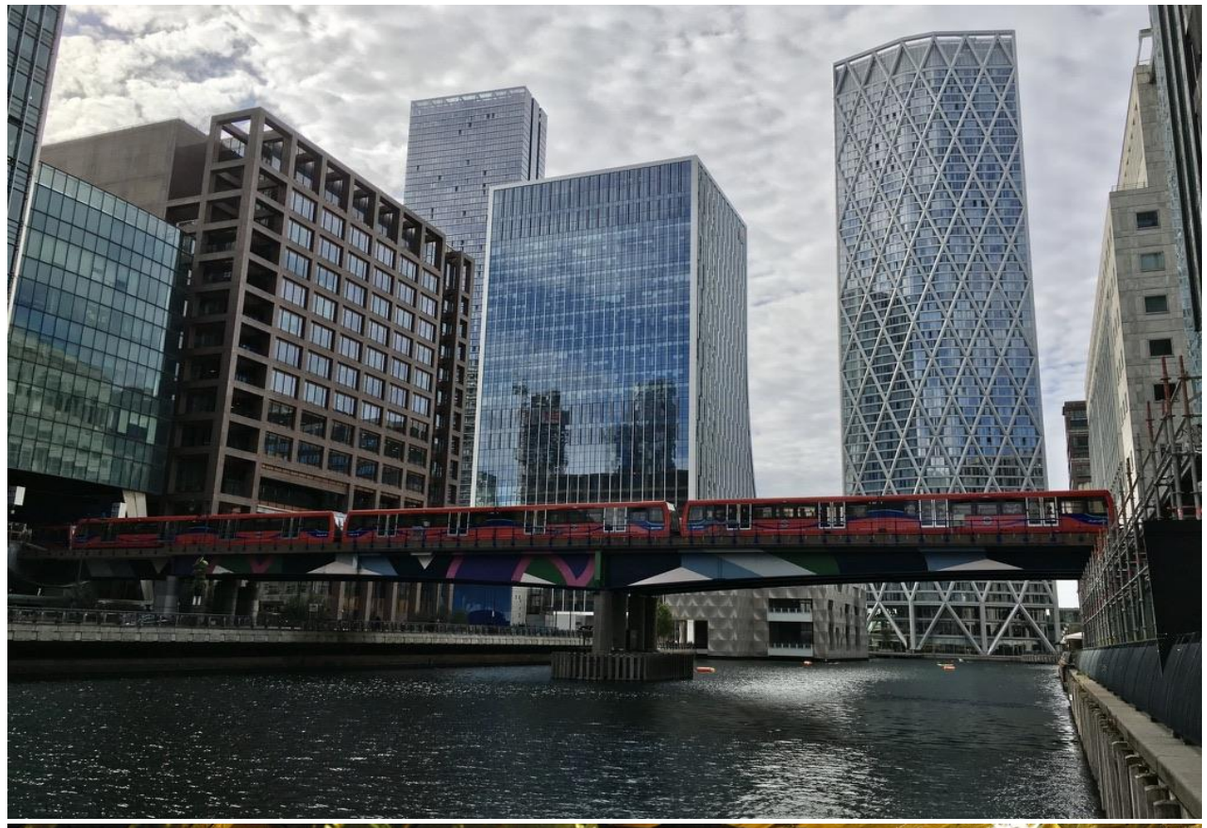
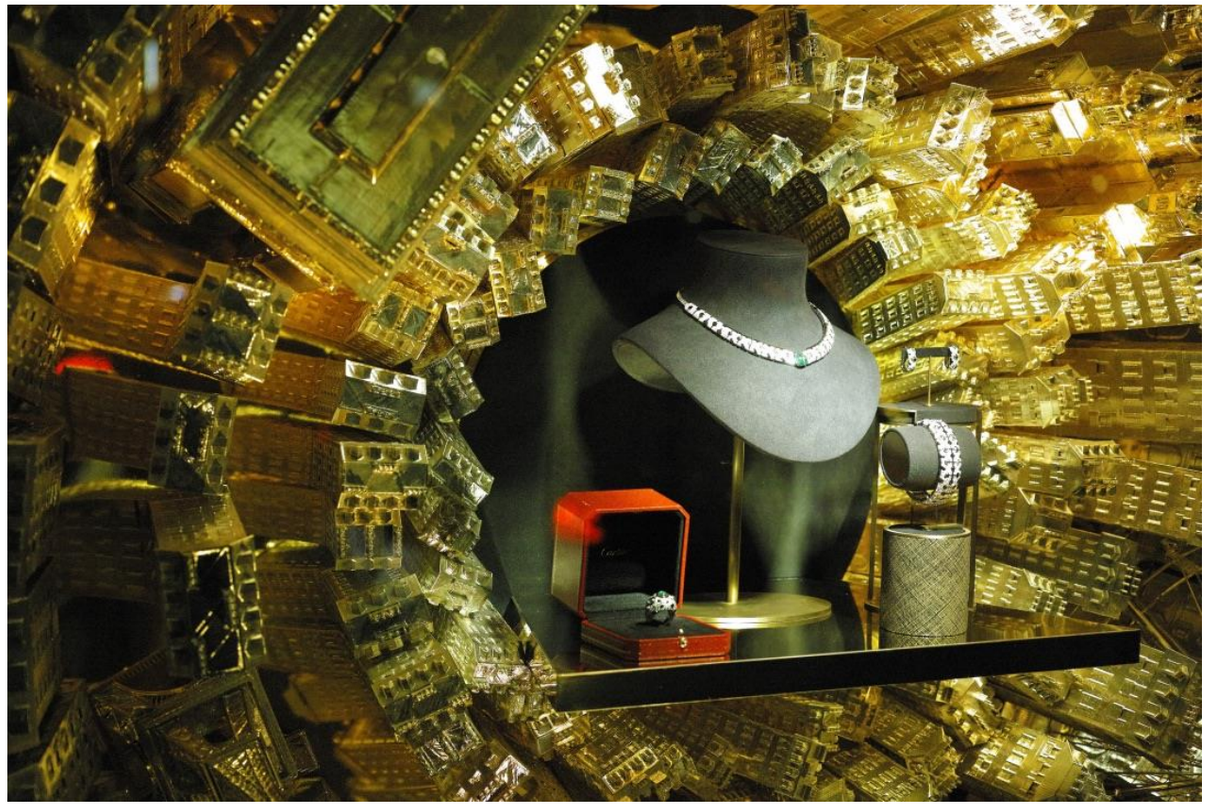
- **Wealth tax**
  - **See Sept.2023 letter to G20 leaders – experts calling for a global tax on extreme wealth**
  - **https://taxextremewealth.com/**

- **Patriotic Millionaires movement: see https://patrioticmillionaires.uk/**

- **House of Commons Library briefing (2022) on *Potential merits of introducing new wealth taxes*: https://commonslibrary.parliament.uk/research-briefings/cdp-2022-0105/**

- **Luxury tax**
  - **See Oswald, K. et al (2023), 'Luxury-focused carbon taxation improves fairness of climate policy', *One Earth*, Volume 6, Issue 7, pp 884-898: https://doi.org/10.1016/j.oneear.2023.05.027**





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- **Stop tax evasion and tax avoidance loopholes**
- **Stop unsustainable subsidies**
- **Stop corruption**

Policies to make the Sustainable Doughnut

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- **Stop tax evasion and tax avoidance loopholes**
- **Stop corruption**
- **Stop unsustainable subsidies:**
  - **See 2022 report by B-Team and Business for Nature: https://bteam.org/our-thinking/news/reform-1-8-trillion-yearly-environmentally-harmful-subsidies-to-deliver-a-nature-positive-economy**

Policies to make the Sustainable Doughnut

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- **0.7% GDP for ODA**
- **Fund the SDGs**
- **Funding from global North for climate loss & damage**
- **$1tr pa for clean energy and adaptation in global South**

We need…

Continued and accelerated technological development for decarbonization and reduced pressure on ecosystems…

AND

Policies for systemic changes in consumption in rich world…

AND

Policies for raising finance for green development in global South…

All of which calls for mobilisation of a critical mass of elites as lobbies, advocates and exemplars in the West…

A campaign proposal, 2026-2030

Centre for Environment and Sustainability

ENOUGH…
IS *ENOUGH*

A campaign proposal, 2026-2030

Centre for Environment and Sustainability

ENOUGH… IS *ENOUGH*

Inspirations: Katharine Trebeck and Jeremy Williams, *The Economics of Arrival*; Tim Jackson and CUSP; Kwame Appiah, *The Honor Code*

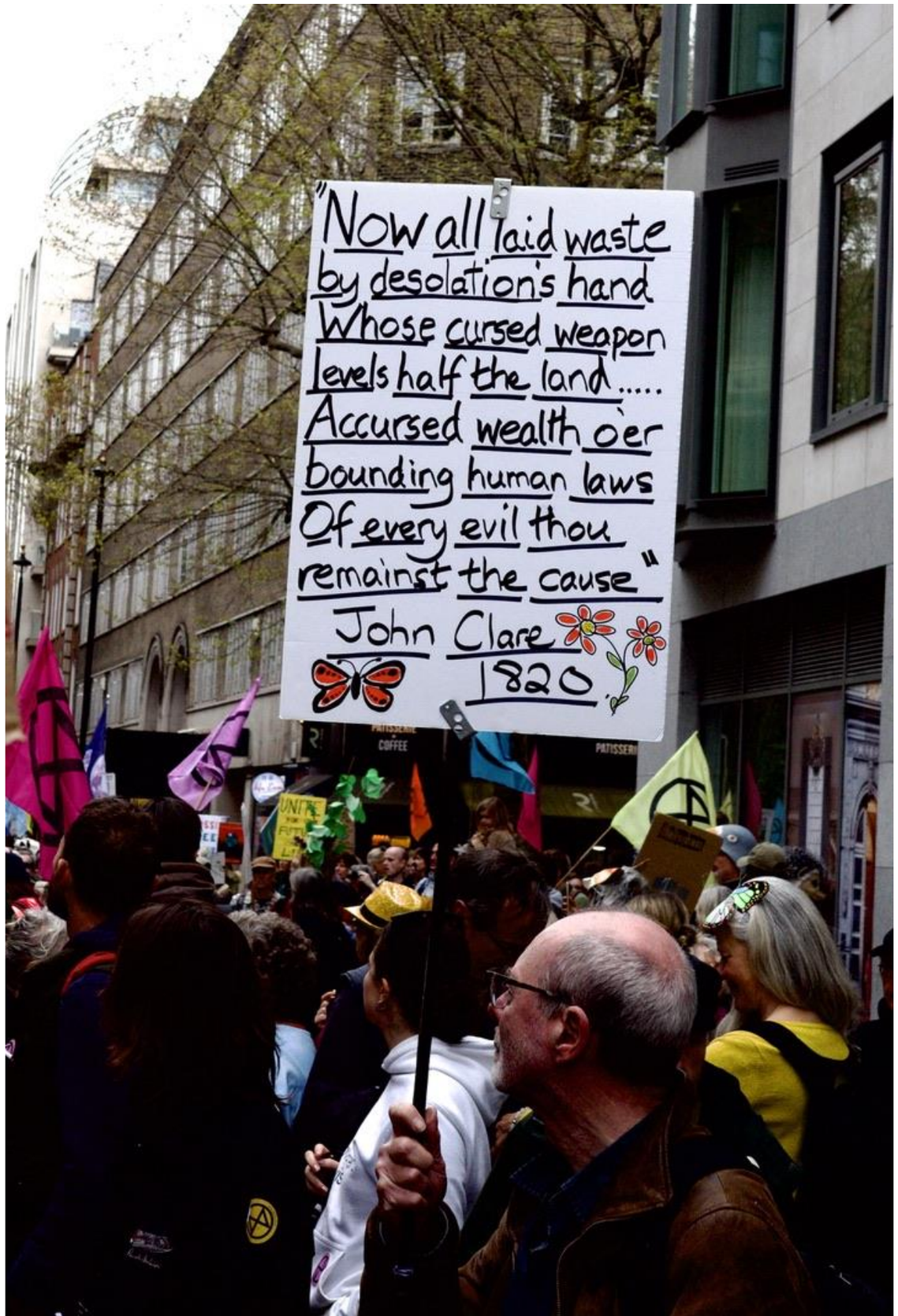
A campaign proposal, 2026-2030

Centre for Environment and Sustainability

ENOUGH…
IS *ENOUGH*

Conditions:

- **The very affluent in the West have Enough;**
- **The rich have more than Enough for their wellbeing;**
- **We've had Enough of delay in facing up to the Earth Crisis;**
- **We've had Enough neglect of infrastructure for greener UK**
- **We've had Enough of Trump and his allies;**
- **There are Enough of us to start generating system change**



Enough…is Enough

Broad front campaign to be designed over next 1-2 years and launched in 2026-27 with Churches, Patriotic Millionnaires, NGOs:

ENOUGH IS ENOUGH - the campaign for shared wealth for a safer future…

Components:

- mass write-in to MPs and Ministers demanding Leadership by Example
- mass write-in to CEOs and chairs across business, civil society and public sector
- richest dioceses in C of E to take the lead in lifestyle changes led from the top
- finding conservative as well as liberal-left-green, all-age representatives for lifestyle change

Specific policy advocacy:

- G20 wealth tax
- fossil fuel windfall tax
- social media info-pollution tax (see https://howtobuildup.medium.com/societal-divides-as-a-taxable-negative-externality-of-digital-platforms-2e65d9eaa239)
- Climate Card as in Austria for public transport
- generous support for farm transition to plant-based foods, agri-env practices etc
- frequent flyer levy recycled to public transport
- carbon tax and dividend
- more luxury taxes (as in UK 2024 Autumn Budget on private jets)
- water pollution and fly tip fines - all greatly increased recycled to reduce costs of greener lifestyle choices and to improve green infrastructure

Summary

The Earth Crisis – the mutually compounding climate, nature and governance crises – is worsening.

Technological solutions, while crucial, cannot be enough. We need radical changes in values, behaviours, lifestyles.

For ethical and political reasons, these must be led by the rich West and the rich in the Rest. The affluent have high-carbon lifestyles and benefit from a high-carbon inheritance.

For ethical and political reasons, the affluent need to take a lead. They have capacity, responsibility, enlightened self-interest and influence – giving a lead and cues to the rest of society. They can also advocate for systemic policy change to enable the rest to mitigate and adapt.

There is demand for leadership by example. Such leadership by a critical mass of the rich could initiate social processes generating positive tipping points.

We need a carefully orchestrated coalition of leadership by example from the affluent in the West. This says ENOUGH…IS ENOUGH.

Thank you for your attention and interest!

Centre for Environment and Sustainability

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